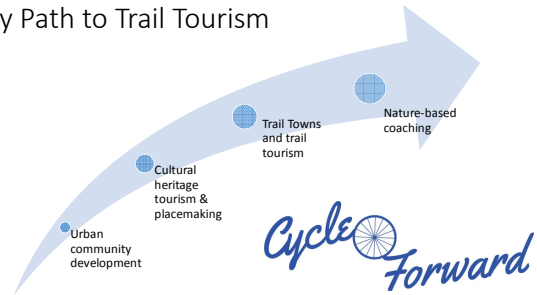


The Benefits of Trail Tourism and Cultivating a Culture of Hospitality

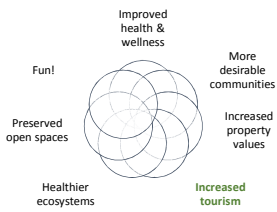


www.cycleforward.org
Facebook.com/cycleforwardpgh

My Path to Trail Tourism



Benefits of Trails & Outdoor Recreation



Trails Sell!

Biked 20 miles along the river. Saw One Eagle, Two Red-Tailed Hawks... Zero Cars.

This is living. This is Riverside Mews.

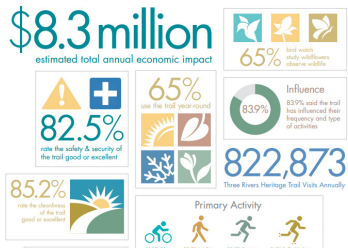
180 www.southsideliving.com
One80 Real Estate Services, LLC
412.318.4139 • One80res.com

Chris - Riverside Mews
Resident, South Side

Three Rivers Park in Pittsburgh:
Property values up 60% over 15 years

Year-round Economic Impact

Highlights from the Three Rivers Heritage Trail 2014 User Survey and Economic Impact Report



Friends of the Riverfront is responsible for development and maintenance of the 2.6-mile Three Rivers Heritage Trail. Volunteers create Friends of the Riverfront in its surrounding areas. In 2014, 1,700 volunteers contributed 5,520 hours of service to Friends of the Riverfront at 50 Three Rivers Heritage Trail events. For more information, visit FriendsOfTheRiverfront.org.

Bicycles and Small Town America



Video: pathlesspedaled.com

But *can* trails and bicycles save small towns?

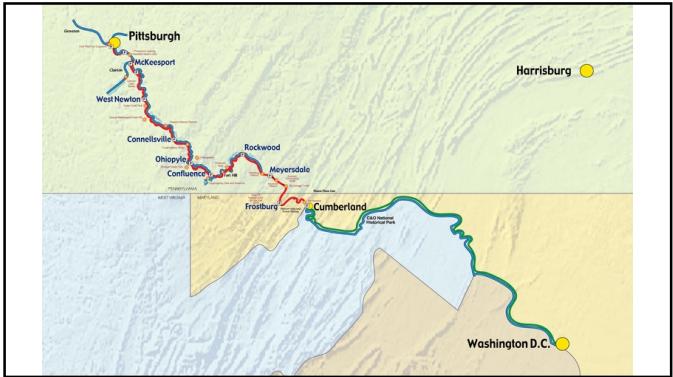
Case Study: Great Allegheny Passage



Photos: National Geographic, Nebraska Nomad



A project of The Progress Fund developed in conjunction with the Allegheny Trail Alliance




\$50 Million in Direct Annual Spending

Photo: Laurel Highlands Visitors Bureau

Return on Investment on the GAP

Estimated public private investment (construction): \$80M

Annual direct spending: \$50M

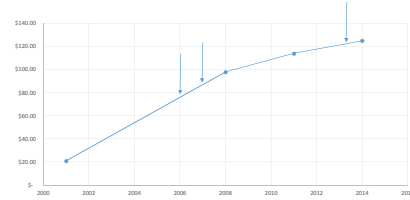


An "Overlooked Economic Giant"

- Outdoor recreation: \$646 billion in annual consumer spending
- 81% trips and travel-related expenditures



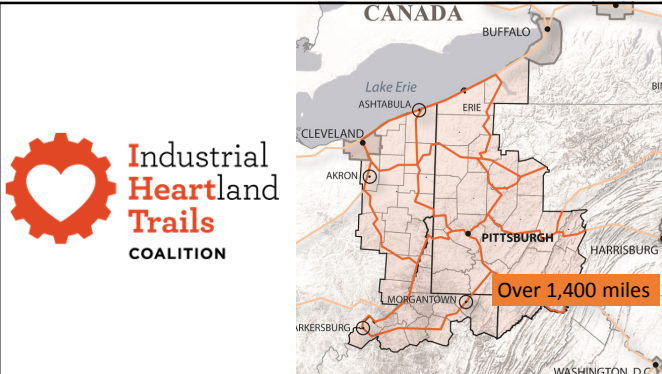
Overnight Visitor Spending on the GAP 2001 - 2014



International Draw



Is the GAP the
"high dream" for
multi-use trails?



Trail Town programs throughout the U.S.



What makes a “Trail Town?”

- Generally located on a long distance trail
- Physical connection between trail and town
- Gateway moment
- Services catering to trail users
- **Culture of hospitality**

For a full list of attributes, contact
The Progress Fund.



What is a Trail Town?

“A **destination** along a long-distance trail...Trail users can venture off the trail to enjoy the **scenery, services, and heritage** of the nearby community with its own character and charm...The trail is an integral and important part of the community. A Trail Town is a vibrant place where people come together...It generously **meets the needs of both the trail users and the town residents**. A Trail Town is a friendly place that encourages trail users to visit and welcomes them with **warm hospitality**.”

--Trail Town Manual, Allegheny Trail Alliance

Another Definition

“A Trail Town is a community through which the North Country Trail passes that **supports** hikers with services, **promotes** the Trail to its citizens and **embraces the Trail as a resource to be protected and celebrated**. Trail Towns are built on a relationship between a town, the Trail and its volunteers.”

--North Country Trail Association

“Great River Town” Checklist

- Access to the water
- Outfitters
- Hiking and biking paths
- Restaurants and breweries
- Museums, interpretive centers
- Camping, B&B
- **Neighboring towns/cities with similar amenities**

--Natalie Warren, Wild River Academy

What’s in a Trail Town Program? *Approaches Vary*

Symbolic Designation and Recognition



Communities sign on as trail communities and are recognized as such with signage and limited marketing; community bodies may pass resolutions in support of the program; a culture of hospitality exists.

Infrastructure and Physical Connection



Directional signs, information kiosks, bike racks, horse hitches, etc. are an important part of improving the visitor experience.



Business Attraction and Retention



Trail users need services, and trail communities need customers; a focus is placed on ensuring that business products and services meet trail user needs and that local entrepreneurs are positioned to benefit.

GAP Program Components

- Regional in nature
- Community assessments early in the program
- Economic research
- Business assistance and access to capital
- Marketing
- Infrastructure (bike racks, signs, public art)



GAP Trail Town Assessment

Store Fronts		YES	~	NO
D11	Are store windows clean?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D12	Are store windows lit at night?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D13	Are store fronts maintained? (eg: no broken glass, crumbling brick, peeling paint, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D14	Do stores have attractive window displays?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D15	Do stores have flowers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streetscape & Amenities (street furniture)		YES	~	NO
D16	Are there enough benches?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D17	Are the benches well-placed? (Are they in the shade, near high pedestrian traffic areas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D18	Are parks/green spaces well placed and used appropriately?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D19	Do all parks have adequate bike racks and benches?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Signs: high priority

Left photo: Trail Town Program

Sign Meets Mural





Public art



Sense of Place



Put a Bike on It


The Ultimate Asset

Genuine Hospitality





Gold Standard of Customer Service



- Trains frontline staff
- Works with others
- Targets groups
- Seizes opportunities
- Invests in marketing, amenities
- Local??



“Sending them home with cookies and muffins”

“Anticipating the needs of your customer before they even ask”



To SERVE is to...

- Smile
- Eye Contact
- Relate
- Value the Guest
- Be Enthusiastic



What *SHAPE*TM do our trails & communities take?

- Story
- Hospitality
- Asset-driven
- Place-focused, Personal
- Experience & Immersion



Why it Matters



Profit



Place



Conclusions



- Trails are beneficial
- Program is adaptable
- Improvements intuitive
- A way of being

Thank you!



www.cycleforward.org
[Facebook.com/cycleforwardpgh](https://www.facebook.com/cycleforwardpgh)