

OHIO & ERIE CANAL TOWPATH TRAIL

Trail User Spending Impact Study

The Ohio & Erie Canal Towpath Trail is a developing 101-mile trail that connects dozens of Northeast Ohio communities. With 87 miles on the ground, this trail is an important economic asset in the region and a critical link in the Cleveland to Pittsburgh corridor, part of the Industrial Heartland Trails Coalition's 1,500-miles-plus regional trail network vision. A 2017 study of the trail's users, led by Rails-to-Trails Conservancy and the Ohio & Erie Canalway Coalition, highlights the impact and the unlocked potential of direct trail-user spending on the region.



\$6.9
MILLION
Annual Trail-User Spending

Annual number of trail users: **222,005**¹

Spending on "hard goods" (including bikes, clothing, etc.): **\$3.7 million**

Spending on "soft goods" (including food, beverages, etc.): **\$159,000**

Spending on lodging: **\$3 Million**



USER
PROFILE

Average overnight stay: **3 nights**

7.6 percent of users **travel 50+ miles** one way to visit the trail.

Bicyclists outspend non-bicyclists **\$441 to \$312** each.

Majority (**66 percent**) of trail users **frequent the trail at least once per week** and use the trail for an hour or more (72 percent).

Trail users participate in a variety of activities: 33 percent walking/hiking; 41 percent biking; 17 percent jogging/running and 9 percent other.



HEALTH-CARE
COST SAVINGS

37 percent of trail users meet or exceed recommended weekly levels of physical activity.²

More than half use the trail for health and exercise (54 percent).

Health-care cost savings for trail users are as much as **\$4 million** (\$14-21 per user).³



¹Single automated trail-traffic counter placed near Lock 29 trailhead in Peninsula, Ohio, within Cuyahoga Valley National Park.

²Centers for Disease Control and Prevention recommends 150 minutes of physical activity per week for adults.

³Götschi, T., Hadden Loh, T., Advancing project-scale health impact modeling for active transportation: A user survey and health impact calculation of 14 US trails. *Journal of Transport & Health* (2017), <http://dx.doi.org/10.1016/j.jth.2017.01.005i>