



# The Canal Towns Partnership

Established 2011

# What is the Canal Towns Partnership (CTP)?



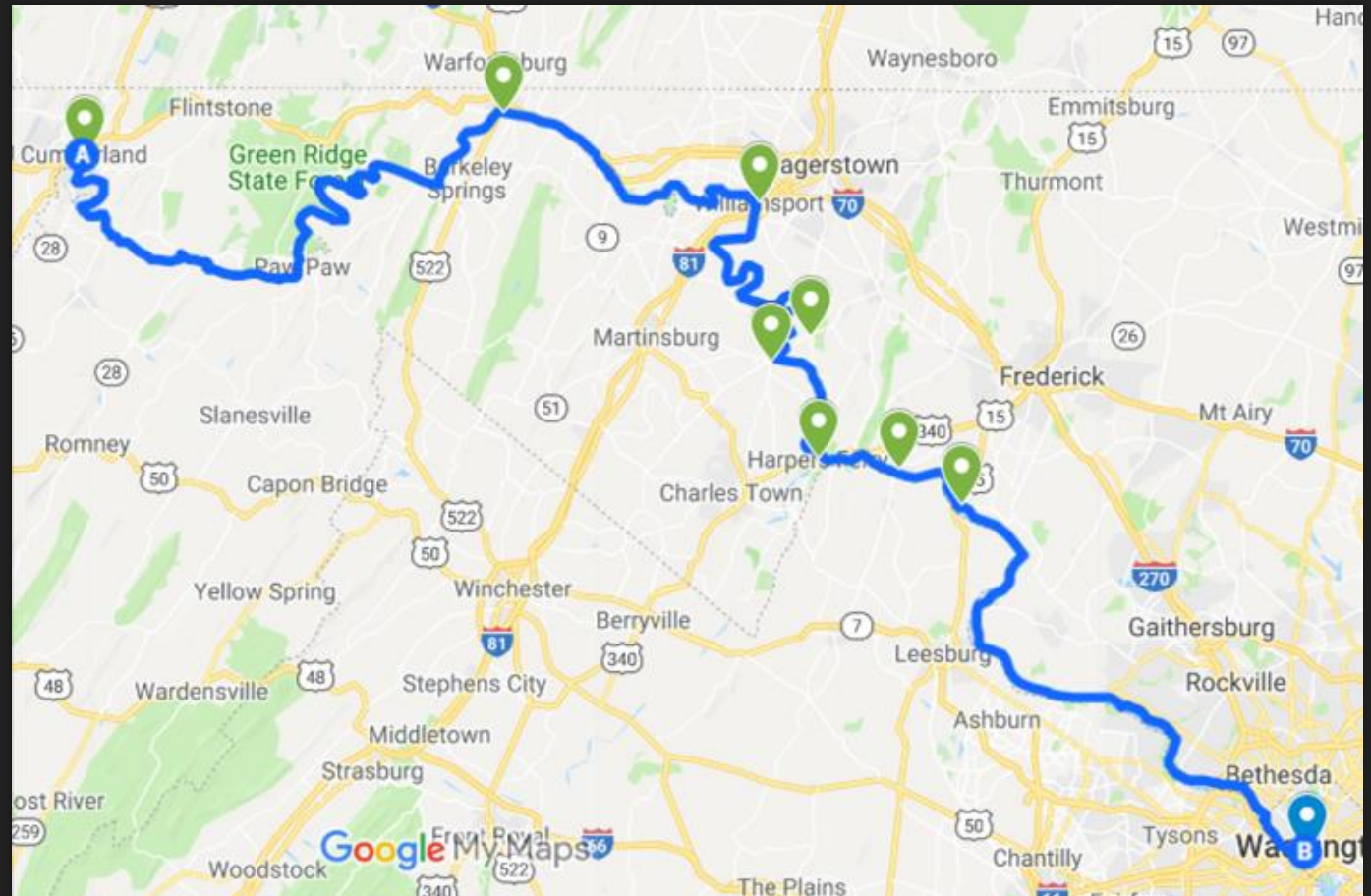
An economic and community development regional partnership program made up of ten towns, five counties and two states adjacent to the C&O Canal National Historical Park.

The ten communities collaborate to welcome visitors to the region and to ensure fun, interesting, and memorable experiences for all. They form a partnership that connects their story with cultural and heritage tourism partners



# Who are the Canal Towns?

Cumberland, MD  
Paw Paw, WV  
Hancock, MD  
Williamsport, MD  
Shepherdstown, WV  
Harpers Ferry, WV  
Bolivar, WV  
Brunswick, MD  
Point of Rocks, MD  
Poolesville, MD





# Why do towns need the CTP?

- ❑ Promotes regional thinking and advocacy
- ❑ Rising tide lifts all ships mentality
- ❑ Benefits to trail users also benefit community members
- ❑ Provides a rallying point for visitor attraction efforts in small communities based on a growing interest in biking/hiking trails and other outdoor recreational activities in the region
- ❑ Ability to convene stakeholders in the region and enlist participation from town governments



# Why do trail users need the CTP?

- ❑ Trails users need trip planning tools
- ❑ Trail users need food, supplies, lodging, and things to do
- ❑ Trails users need businesses that understand their unique needs
- ❑ Trail users want the same level of hospitality throughout their trips



# Partnerships



- ❑ C&O Canal National Historical Park
- ❑ C&O Canal Trust
- ❑ Great Allegheny Passage Conservancy
- ❑ C&O Canal Association
- ❑ Visit Frederick- Tourism Council of Frederick County
- ❑ Visit Hagerstown- Washington County Convention and Visitors Bureau
- ❑ Visit Jefferson County, WV Convention and Visitors Bureau
- ❑ Allegany County Tourism- Mountainside of Maryland
- ❑ Maryland Office of Tourism
- ❑ Heart of the Civil War Heritage Area
- ❑ Maryland State Highway Administration
- ❑ Shepherdstown Visitor Center
- ❑ Travel Berkeley Springs
- ❑ Visit Montgomery





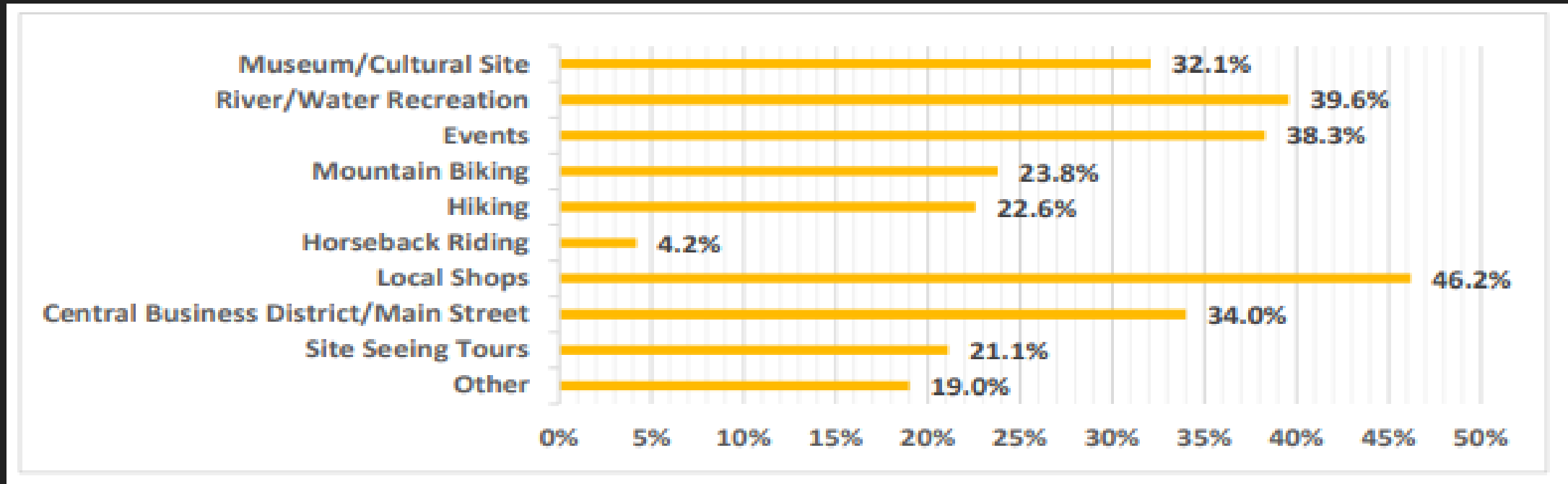
# Economic Impact of Visitor Spending

- ❓ NPS reports 4.9 million visitors to the C&O Canal National Historical Park in 2020 which equates to 1270 jobs with labor income of \$50.8 million and \$137 million dollars in economic output in local gateway communities.
- ❓ Average overnight spending of \$124.58 per night (GAP, 2014)
- ❓ Average day user spending of \$18 per day (GAP, 2014)



# Economic Impact of Regional Trails

What would encourage you to make longer trips?



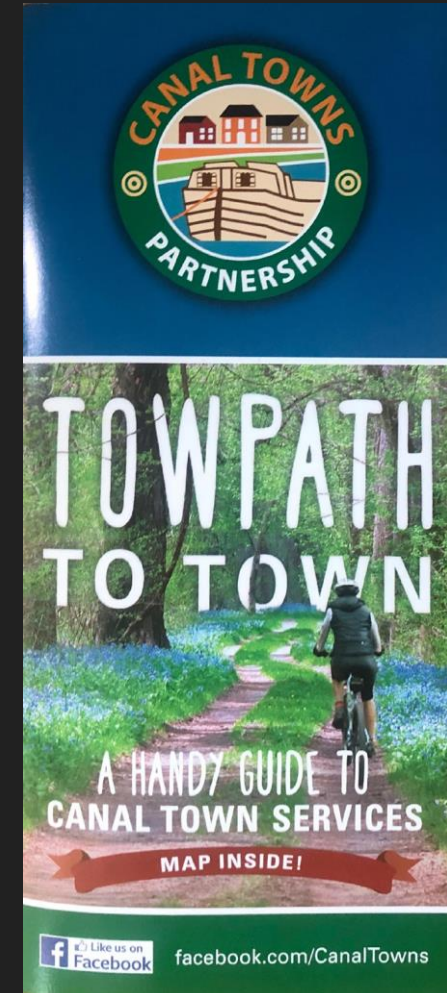


# Tourism Marketing



From MD Office of Tourism 2019-2020 Visitation Analysis, Visitor Profile & Economic Impact Assessment

- 67% of overnight visitors found out about business or attractions in towns through Internet & Social Media
- 29% through travel guides/brochures
- 43% word of mouth
- Facebook: @canaltowns
- Instagram: @canal\_towns
- www.canaltowns.org
- Trail to History Brochures
- Towpath to Town Guide
- Kiosks



# Advocacy Highlights



- ❑ The CTP provided an emergency shuttle between Point of Rocks and Brunswick due to a break in the towpath in May-June 2019.
- ❑ This shuttle was made possible by the convening of stakeholders through the CTP.
- ❑ Provide letters of support for towpath improvements and other issues that affect the towns.





# Goals of the CTP

- ❑ Raise awareness for the Canal Towns Partnership
- ❑ Promote tourism in the ten canal towns
- ❑ Fundraise to support these efforts
- ❑ Continue to convene all stakeholders and enable them to work as a team to promote recreational and historical economies in the canal towns



# Questions?

