2026 New York State Great Outdoors Summit

Get Informed, Get Inspired, Get Involved

Proud partner of I ♥ NY iloveny.com

Event Hosts: New York State TOURISM Industry Association; Canal New York

Host DMO: Visit Syracuse .com

Presenting Partner: airbnb

TOURISM® It's Everybody's Business!

2026 New York State Great Outdoors Summit

Flash Briefings



Our Hosts…

Our Hosts: New York State

- **37% of hosts' said their Airbnb income helped them stay in their home**
- **13% said hosting helped them avoid foreclosure or eviction**
- **49% said they use the income from hosting to cover the rising costs of living**
- **95% of hosts said they recommended local business in the neighborhoods of their listings**

Our Hosts & Their Homes: New York State

- Approximately 90 percent of hosts have 1 listing
- A typical listing is rented approximately 50 nights a year
- Typical (median) host income earned in 2025 was $16,000

For every $100 spent on an Airbnb stay, guests spent about $187 on other goods and services such as local businesses, restaurants, attractions, shops, and more

Estimated economic impact data is based on an internal analysis using the IMPLAN economic impact model which assesses direct, indirect and induced economic activity.

Economic Impact: New York State

- 68% of census tracts in New York State have Airbnbs but no hotels
- $3.6B generated in economic activity in New York State in 2025
- 33,300 jobs supported by guest spending in New York State
- $2.2B generated in labor income supported by travel on Airbnb in New York State

Economic Impact: New York State

- In the last year, 3.4 million nights were booked within 5 miles of a state park
- Across NY, approximately 48k listings are offered within 5 miles of a state park
- For every $100 guests spend on Airbnb stays within 5 miles of a state park, they spend an additional $205 daily in the surrounding community

Partnership

- NY State of Cider: Landing page in partnership with the NY Cider Association

- Earlier this year Airbnb launched a report detailing the benefits and impact of agritourism as well as grant program to support farmers.

- Last year, Airbnb relaunched experiences - curated tours and activities hosted by locals. This features an outdoors filter with tremendous opportunity for NYS.

Questions:

kelly.fay@airbnb.com



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PARKS & TRAILS NEW YORK

PARKS & TRAILS NEW YORK

SUPPORTING NY'S GREAT OUTDOORS

New York State Great Outdoors Summit
November 12, 2027




The statewide advocate for New York's parks, trails, and public lands.
PARKS & TRAILS
NEW YORK

WHAT WE DO

PARKS & TRAILS NEW YORK

MULTI-DAY BIKE TOURS

We host two cross-state bike tours each summer, Cycle the Erie Canal and Cycle the Hudson Valley.

GROW TRAILS AND MAKE THEM SAFER

We work to expand New York's trail network and increase access through advocacy, trail counts, & more.

PUBLIC LANDS STEWARDSHIP

We host thousands of volunteers each year across the state at Canal Clean Sweep & I Love My Park Day events.

GUIDE TRAIL TOWNS

We support trail-side towns to embrace the economic and cultural value of greenways.

NY State Parks: An Economic Engine

Total visitation to New York's State Park system generated*:

$5.8 BILLION in sales

$2.5 BILLION in labor income

$3.7 BILLION in state GDP

* From combined visitor spending and government investment

(New York's State Parks: An Economic Engine for the State, 2024)

78 MILLION visits to State Parks in 2021 resulted in **$5.6 BILLION** in visitor spending



I Love My Park Day

May 1, 2027

Join thousands of volunteers in caring for our state parks, historic sites, and public lands at New York's largest single-day volunteer event

Parks & Trails New York's
I LOVE MY PARK day



NEW YORK'S GREENWAY TRAIL NETWORK

2000+ mile network of corridors of open space with shared-use trails.

Characteristics:

- Separated from roadways and vehicle traffic
- Have a flat, graded surface and/or improved tread
- Allow for non-motorized transportation and recreation use







THE EMPIRE STATE TRAIL



ECONOMIC IMPACTS

$1.87 BILLION
IN ECONOMIC IMPACT

9.75 MILLION VISITS to the trail annually.

PARKS & TRAILS NEW YORK

7.93 MILLION DAY VISITS spending **$30.32** per day per person.

1.82 MILLION OVERNIGHT VISITS
spending **$540** per visit.

$206 MILLION
in tax revenue each year.

9,689 JOBS
with **$642 million** in employee wages.

$3,147 INVESTED
by the average business.

A SMART INVESTMENT

The more we invest in off-road trails, the more benefits we create.



EVERY **$1 INVESTED IN THE EMPIRE STATE TRAIL RETURNS $5.43** IN SALES REVENUE.

OFF-ROAD SEGMENTS OF THE TRAIL **GENERATE 4X** THE ECONOMIC IMPACT OF ON-ROAD SEGMENTS.

EACH OFF-ROAD MILE OF THE EMPIRE STATE TRAIL PRODUCES AN ESTIMATED **$3.9 MILLION IN ANNUAL ECONOMIC OUTPUT**.

SCHENECTADY COUNTY

Schenectady by the Numbers

23.6 miles
of the Empire State Trail within the County
with 22.7 miles of off-road trail

223,040 visits
to the County's trail segment each year

$42.7 million
in economic output is generated each year from trail visits

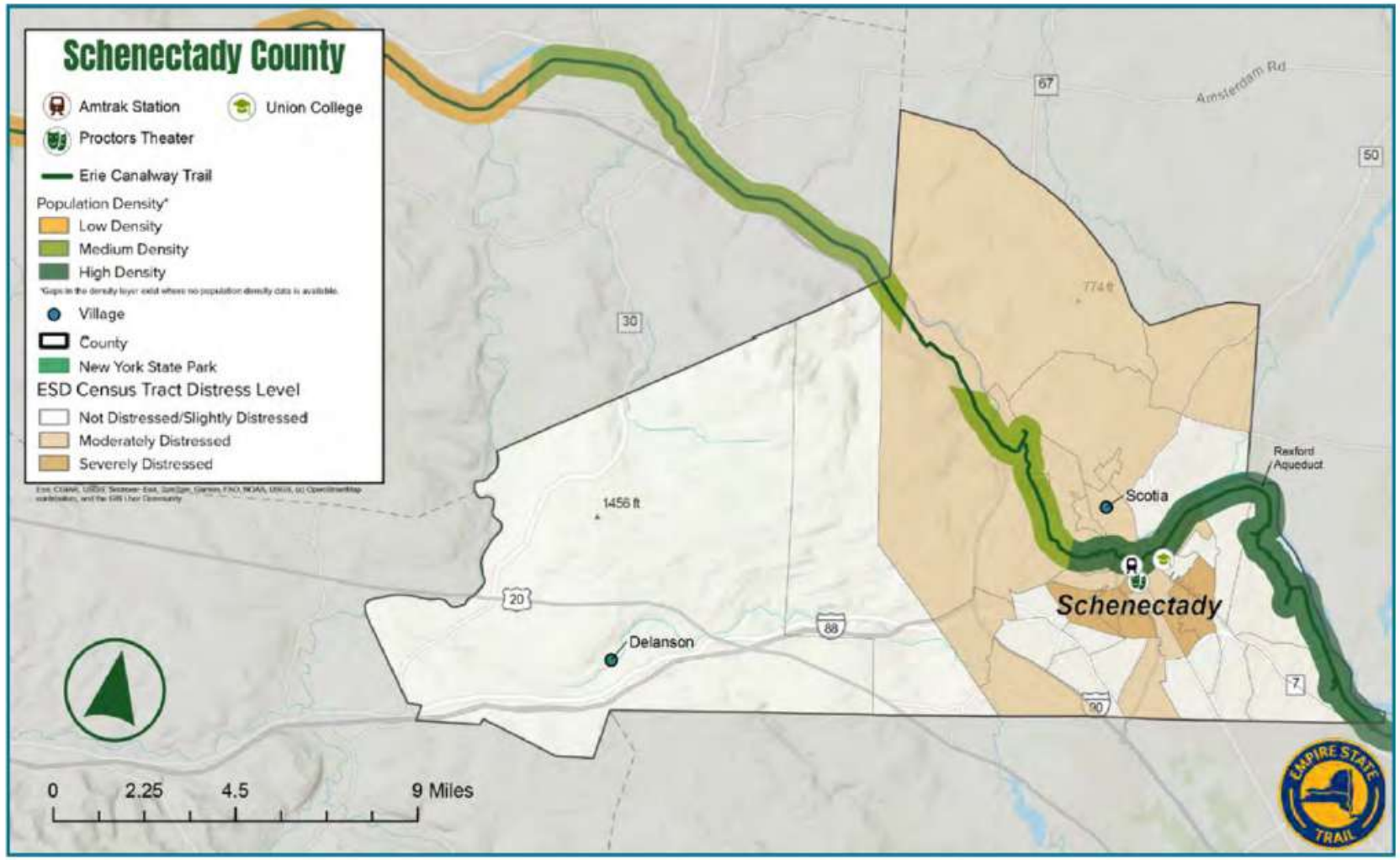
564 businesses
located within 1/4 mile of the trail

54,383 residents
live within 1/4 mile of the trail

13.9 miles
serving distressed communities

2.2 million Vehicle Miles Traveled (VMT) eliminated annually through trail use

$262,000 in annual carbon savings from reductions in VMT



WHAT'S NEXT?



47%

have avoided walking or bicycling because nearby roads feel unsafe.

58%

support shifting some transportation funding toward walking, biking, trails, and transit



73%

support expanding NY's network of connected multi-use greenways.

77%

say access to safe parks and outdoor spaces is important to their quality of life.

59%

want to spend more time in parks and on trails than they currently do.

Source: Parks and Greenways are Essential Infrastructure: Findings from a Statewide Survey of 1,502 New York Voters (July 2026)

1 CLOSE THE GAPS

265 miles of gaps in the EST

100 miles of critical priorities:

- Kingston to Hudson
- Schuyler (Utica area) to Frankfort
- Savannah to Port Byron
- Champlain Canalway Trail gap closures between Waterford and Whitehall



2 CONNECT TO COMMUNITIES

88 Communities within 5 miles of the EST - only 39 have safe and convenient connections.

Investment Needed

- 175 miles of community connector trails to connect 49 more communities



3 EXPAND THE NETWORK

Investment Need:

- 530 miles of immediate regional greenway corridors primed for construction
- 160 miles of mid-range regional greenway corridors poised for planning and development
- Expansion into major underserved regions of the state



2027 UPCOMING EVENTS



March 10

GREENWAYS RALLY



May 1

I LOVE MY PARK DAY



July 10-18

CYCLE THE ERIE CANAL



Aug 2-7

CYCLE THE HUDSON VALLEY



Sep 22-24

EMPIRE STATE GREENWAYS CONFERENCE



EMAIL US

ptny@ptny.org

CALL US

(518) 434-1583

VISIT OUR SITE

www.ptny.org

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OUTDOOR RECREATION AND THE ADIRONDACKS

MICHELLE CLEMENT
DIRECTOR OF MARKETING

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
ADIRONDACKS, USA



65%

of visitors say outdoor activities was the PRIMARY reason for their visit.

Source: ROOST 2025 Leisure Travel Study



OUTDOOR RECREATION IS DIFFERENT FOR EVERYONE









SURVEY SAYS...

Activities visitors participated in during their trip. Visitors may report multiple activities..

#1 REPORTED ACTIVITY

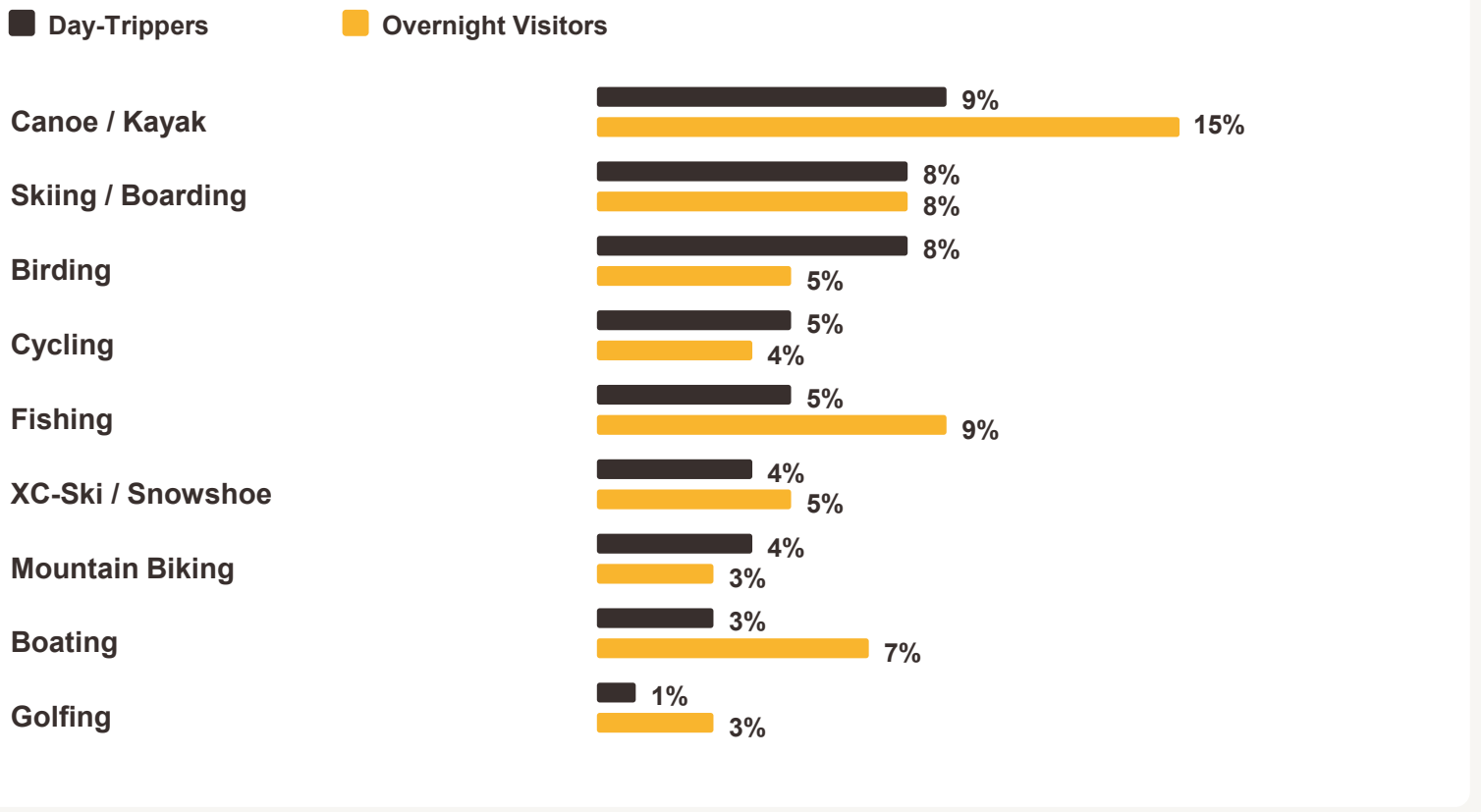
HIKING

DAY-TRIPPERS

51%

OVERNIGHT VISITORS

33%

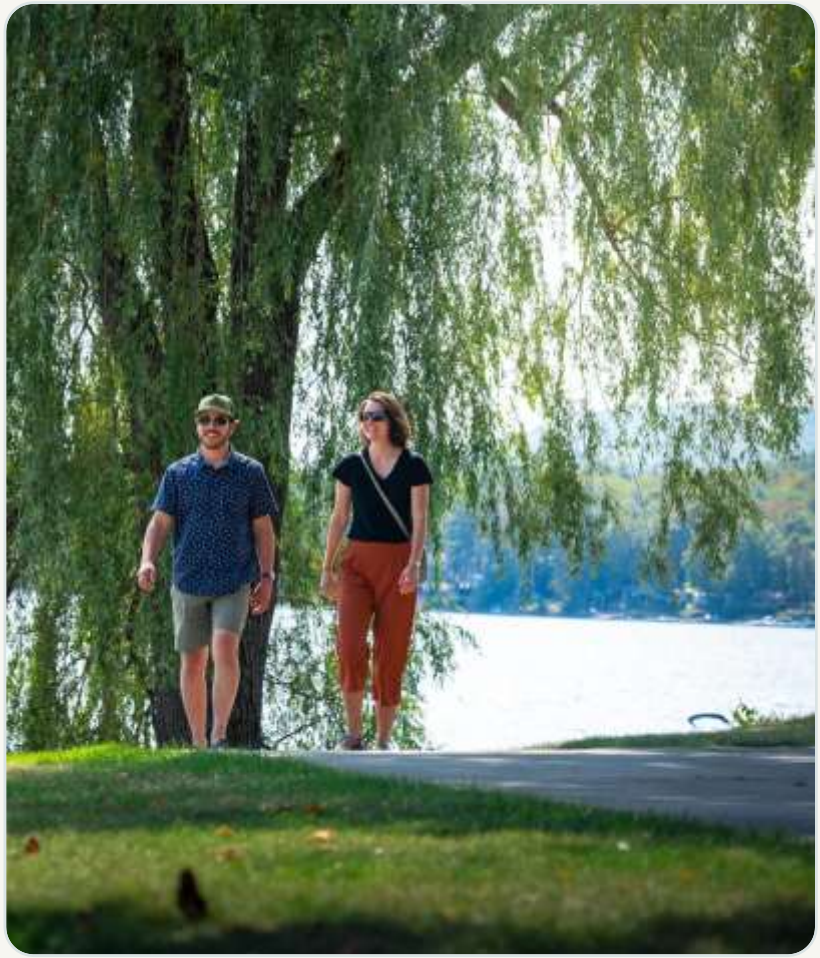


Source: ROOST 2025 Leisure Travel Study

HIKING DOES NOT HAVE ONE DEFINITION







THE OUTDOORS BRING THEM HERE.

NOW IT'S OUR RESPONSIBILITY TO:

Connect the experience.

Strengthen our communities.

Protect the place.

PAIRING PEOPLE WITH THE HIKE THAT IS RIGHT FOR THEM



WHAT TO DO » OUTDOOR ACTIVITIES » HIKING » HIKING TRAILS

HIKE FINDER

It's safe to say there are a lot of trails to choose from in the Adirondacks. From high summits and backcountry lakes to roadside waterfalls and forest walks, we're sure there's something for everyone. Search below to start planning your next hike.

Filter trails by:

Region | Town | Length | Trail Highlights



CHALLENGES

A reason to explore.
A desire to return.

- ✓ Extend length of stay
- ✓ Encourage repeat visitation
- ✓ Visit more communities

WILD CENTER + TROLLS

Connecting curiosity to commerce.

- ✓ Explore more
- ✓ Business excitement
- ✓ New audiences





ADIRONDACK RAIL TRAIL

A 34-Mile community connector.

- ✓ Offline access
- ✓ Business & event information
- ✓ Education

VISITOR EDUCATION & STEWARDSHIP









Hiking Checklist & Safety

- Comprehensive packing checklist
- Know before you go info
- Take the pledge sign-up for remarketing outdoor info and Leave No Trace tips and alerts.



MARKETING THE OUTDOORS CREATES OPPORTUNITY AS LONG AS IT:

1. **Strengthens Communities**

   Our responsibility is to turn that visitation into positive economic and community impacts.

2. **Protects What Brings Them Here**

   We have a responsibility to educate visitors and protect the natural resources that make those opportunities possible.


ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
ADIRONDACKS, USA

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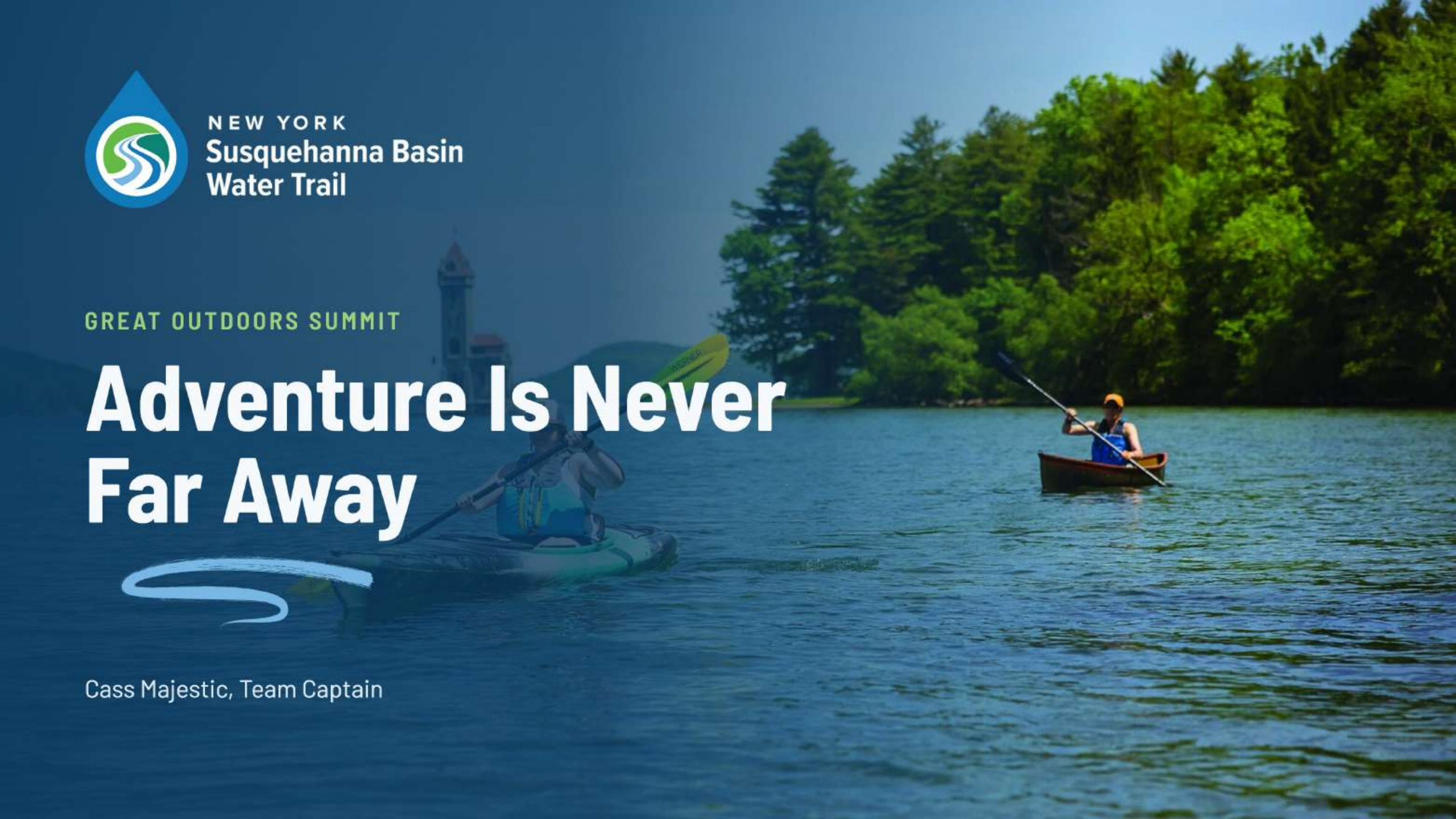
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NEW YORK
Susquehanna Basin
Water Trail

GREAT OUTDOORS SUMMIT

Adventure Is Never Far Away



Cass Majestic, Team Captain

ACTIVITIES

Ways to Enjoy the Water



Paddle

Explore 190 miles of river



Fish

Open to anglers of all abilities



Camp

Stay a night by the water



Bird

Watch for herons and wildlife

PROJECT PARTNERS

A Project Collaboration

With technical assistance from the National Park Service – Rivers, Trails, and Conservation Assistance Program

Made possible by NYS EDA Tourism Partner Sub-Awards Grant

OUR DESIGN PARTNER

Introducing 2k Design

For over two decades, 2k Design has crafted strategic design solutions built around each client's needs, from brand identity to web.

Based in Clifton Park, New York, and certified as a Woman-Owned Business Enterprise by New York State.

BRAND IDENTITY · PRINT · WEB · SIGNAGE · EXHIBITS · PACKAGING · STRATEGIC MARKETING



PLAN YOUR TRIP

Everything You Need at Paddle607.com

- Activities and itineraries
- Interactive map and river conditions
- Safety and Know Before You Go
- River communities and resources



THE TRAIL

Cooperstown to Corning by River

The New York Susquehanna Basin Water Trail follows the Chemung and Susquehanna Rivers of south-central New York State, welcoming paddlers and anglers of all abilities.

- 190 miles of exciting waterways
- Natural beauty and history
- River communities along the way



[No Title]

Project Footprint



PROJECT FOOTPRINT

Eight Counties Across South-Central New York

The trail is centrally located, within a few hours of most of New York's major metropolitan areas.

Full of history from baseball to battlefields, the region is noted for its beautiful geography and lush farmland.

- Otsego
- Delaware
- Chenango
- Cortland
- Broome
- Tioga
- Chemung
- Steuben

BY THE NUMBERS

The Trail at a Glance

190

Miles of river between Cooperstown and Corning

50

Access sites included in the online map

11

Itineraries to get you started

43

River communities welcoming visitors

NEW YORK
Susquehanna Basin Water Trail

PADDLE the 607 | FISH the 607 | I ♥ NY iloveny.com | NATIONAL PARK SERVICE CHESAPEAKE GATEWAYS — Network Water Trail —

MAP | PLAN YOUR TRIP › | ITINERARIES › | SAFETY › | RESOURCES › | 🔍 | RIVER CONDITIONS

SHOW ALL | CLEAR ALL

Water Trail Access

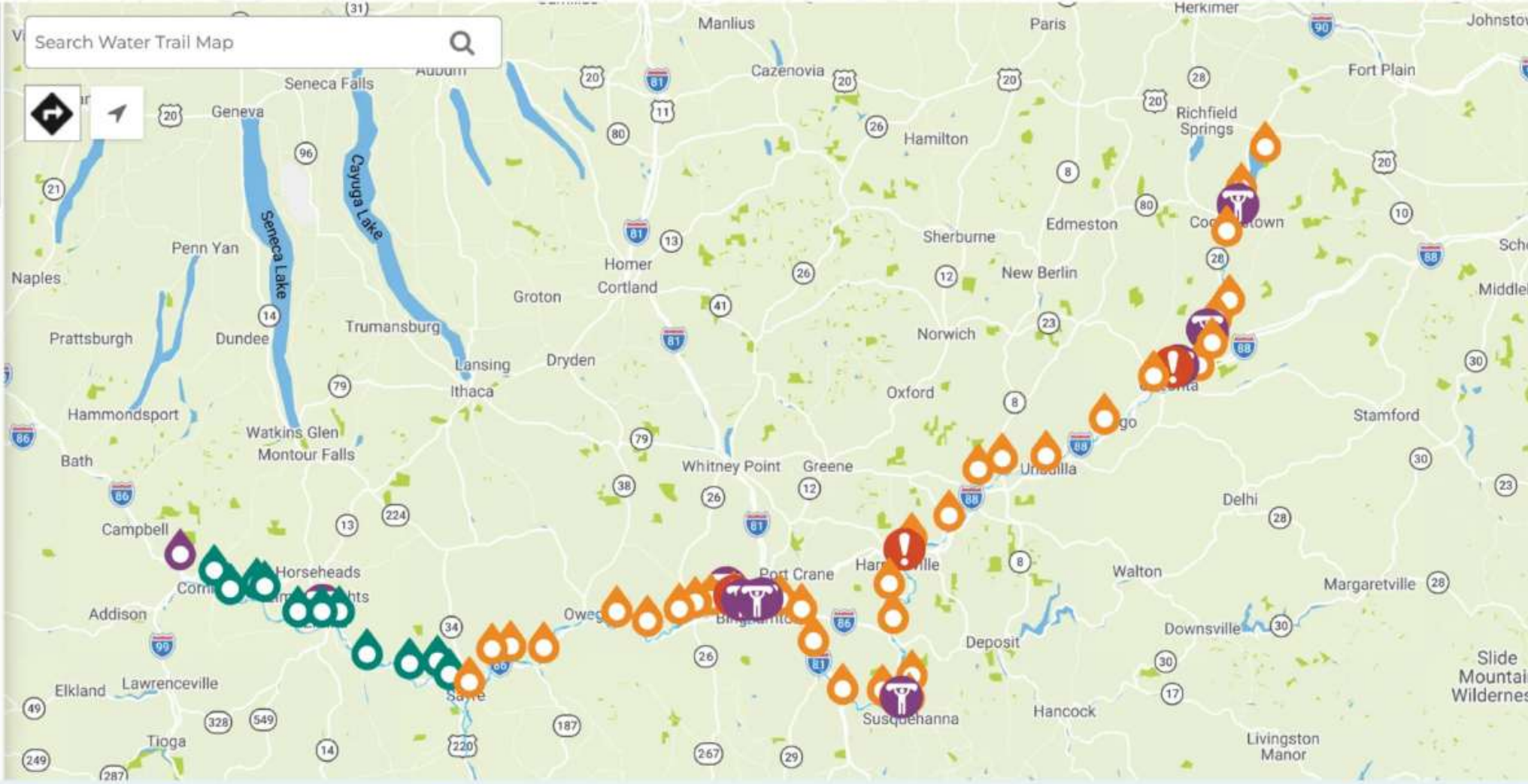
- Susquehanna River
- Chemung River
- Cohocton River

Categories

- Outfitter
- Camping
- Point of Interest

Filter By Feature

- Hand Launch
- Boat Ramp
- Boat Racks



SOCIAL CAMPAIGN · 60-DAY RESULTS

The Soft Adventurer Campaign

Key Branding Labs
Est. 2015
Binghamton, New York

SRBC
SUSQUEHANNA RIVER BASIN COMMISSION
NY ▪ PA ▪ MD ▪ USA

645K
Facebook content views

53K
Facebook likes, comments and shares

79K
Instagram content views

1,382
New followers: 1,067 Facebook, 315 Instagram

Relaxed, low-pressure paddling content reached people looking for an accessible way outdoors, and sent them to the website to explore itineraries and plan their own trips.

Campaign by Key Branding Labs, funded by a grant from the Susquehanna River Basin Commission.

Source: Key Branding Labs, 60 Day Report, June 2026

LOOKING AHEAD · APPLICATION SUBMITTED

Seeking a Chesapeake Gateways Grant

$50K

Requested from the Chesapeake Gateways Network

Linking Tourism and Economic Development grant

The Proposed Campaign

- Regional digital marketing and tourism-linking campaign with ad+genuity
- $42,500, running July through October
- Drive markets within three hours of the trail's northern, central and southern launch corridors in New York and Pennsylvania

Goal: turn regional outdoor recreation enthusiasm into local economic vitality for rural gateway communities along the upper Susquehanna.

PLAN YOUR TRIP

Know Before You Go

Fishing

Most anglers need a NYS fishing license. Seasons and catch limits apply.

Boating

Motors are allowed only in some areas. In PA, kayaks and canoes need registration.

Invasive Species

State law requires you to clean, drain and dry boats and gear after use.

River Conditions

Speed and depth can change by the hour. Check the NOAA river gauge first.

Map and Itineraries

Check the map and itinerary around your put-in and take-out points.

Get the Details

Licenses, regulations and safety links at paddle607.com

Thank You

Start planning at Paddle607.com

Cass Majestic · Team Captain · Cass@PaddleThe607.com

NEW YORK
Susquehanna Basin
Water Trail

I ♥ NY
iloveny.com

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New York State: Great Outdoor Summit

November 12, 2026





Our Great Outdoors Beckons…

Of the many things to do in Oswego County, NY, watching the sunset sparkle off the lake is the highlight of our area attractions. With over 33,000 acres of public land between the shores of Great Lake Ontario, Oneida Lake, and the foothills of the Tug Hill Plateau, there’s more to explore in Oswego County!

Four Seasons of Outdoor Fun!



Summer



Autumn



Winter



Spring



Reel Impact.
Real Results.

- **Out-of-state anglers:** $18M+
- **NYS anglers:** $9.5M
- **CNY anglers:** $3.8M
- **Local anglers (Oswego County residents):** $760K

The **Salmon River Fish Hatchery** supports nearly 400 jobs and generates more than $73 million in economic impact

Oswego County is home to over 50 charters and guides, offering expertise on the vast Oswego County fishery.

Summer

- **Beaches:** Selkirk Shores State Park, Sandy Island Beach State Park, David C. Webb Memorial Park at Taft Bay

- **Boating:** With 47.2 miles of shoreline along its Lake Ontario and Oneida Lake shores, Oswego County boasts scenic vistas and fun waterways for residents and visitors alike. Marinas and boat launches dot the shorelines with launches for boats, kayaks, and more!

- **Golf:** Oswego County is home to nine public courses

- **Hiking and Biking:** Oswego County is home to roughly 200 miles of marked and unmarked trails that crisscross dozens of state forests, wildlife management areas, nature parks and environmental centers.

- **Camping:** With thousands of camping sites, Oswego County has the perfect spot for you! Choose a spacious RV site and enjoy all the comforts of home or set up your tent in a rustic wilderness setting. Maybe you want something in between – a rustic cabin, cozy cottage or park-model trailer with water access and modern conveniences.



Autumn

- **The Salmon Run:** The highlight of autumn in Oswego County is the famed Salmon Run. Visitors from throughout the world come to the area for their chance to break one of our world-renowned records!

- **Agritourism:** Oswego County is a hotspot for agritourism with its numerous u-pick farms. Many of our farms have outdoor activities such as corn mazes, and even a pumpkin trebuchet!

- **Photography**: With the stunning backdrop of Great Lake Ontario, there is no better place to get nature photos with incredible colors and scenes.



Winter

- **Snowmobiling:** The expansive Oswego County trail network has 400 miles of official snowmobile trails, including 245 designated as Class A Corridor Trails that connect to over 10,000 miles of trails across the state. As the snow flies, Oswego County Tourism compiles a winter trails report to inform riders about trail conditions throughout the county.

- **Snowshoeing and X-Country Skiing:** Skiers and snowshoers of all skill levels can enjoy over 150 miles of trails across the county. Some recreation areas feature groomed trails, while others give winter enthusiasts the opportunity to be trailblazers.

- **Ice Climbing:** Ice climbing is a truly unique winter adventure for those who are hearty enough to take the challenge. The Salmon River Falls Unique Area in Orwell is a premiere destination for ice climbers to test their skills.

- **Steelhead Fishing:** Winter brings a special kind of excitement to waterways in Oswego County, as steelhead make their seasonal journey upstream, offering anglers the opportunity to experience some of Lake Ontario's most thrilling freshwater fishing. Winter is where chrome flows in Oswego County!



Spring

- **Birding:** One of the premiere hawk migration areas in the northeastern United States, Derby Hill Bird Observatory counts an average 40,000 raptors as they migrate northward each spring. Hawks, eagles and vultures are the main attraction, but impressive numbers of snow geese, redwinged blackbirds, common grackles, blue jays and Baltimore orioles can also be seen migrating here.

- **Walleye Stocking:** While most people know about the Salmon River Fish Hatchery, Oswego County is also home to the NYSDEC Oneida Fish Cultural Station in Constantia! This hatchery works to stock Oneida Lake with walleye, which takes place during the early spring months.





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New York's Great Lakes

Exploring the possibilities

Stacy Furgal

Great Lakes Fisheries Specialist

NY Sea Grant

SLF85@cornell.edu



Great Lakes



- 20% of **WORLD's** surface freshwater!!
- 8% of US population live in the Basin
- Great Lakes Marine economy generates **$22 BILLION** annually
- Great Lakes fishing generates **$5 BILLION/ yr**

New York's Great Lakes



- **850 MILES** of coast
- World class fishing; trout, salmon, walleye
- Home of Lake Ontario National Marine Sanctuary

New York's Great Lakes

Stacy Furgal| NY Sea Grant













Sea Grant NEW YORK

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Captain Tammee Poinan Grimes









New York State Tour Boat Association

NYSTBA

www.cruisenewyork.com





NYSTBA

- was formed in 1984
- The purpose of the organization is to help members succeed in their business by sharing ideas and knowledge on government regulations, public demands, and trends.
- We also provide marketing opportunities through which our members will see a growth in revenues.
- Our ultimate goal is to advance the industry by providing safe, enjoyable experiences to guests visiting the waterways of New York State.

NY STATE TOUR BOAT ASSOCIATION



















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IT CAN BE DONE!

NEW YORK'S GREAT OUTDOORS

CONNECTING NEW YORK STATE'S CANALS, LAKES, RIVERS, TRAILS AND PARKS WITH COMMUNITIES, RESIDENTS AND THE VISITOR ECONOMY

Jean Mackay
Erie Canalway National Heritage Corridor

ERIE CANALWAY
National Heritage Corridor
In partnership with the National Park Service

FORGING CONNECTIONS

The Canal Experience as a Model For Success

- Marketing toolkit with brand marks and guidelines
- Regional multiday itineraries
- Collaboration with attractions, TPAs, visitor centers, event hosts, municipalities, libraries, and businesses
- Regular communication with new resources and promotional ideas



MARKETING TOOLKIT IN ACTION















MARKETING TOOLKIT 2.0



What it takes

- Planning
- Coordination
- Buy-In & Collaboration
- Marketing Tools
- Funding
- Communication

THE GREAT OUTDOORS PACKAGE







LET'S CONNECT!

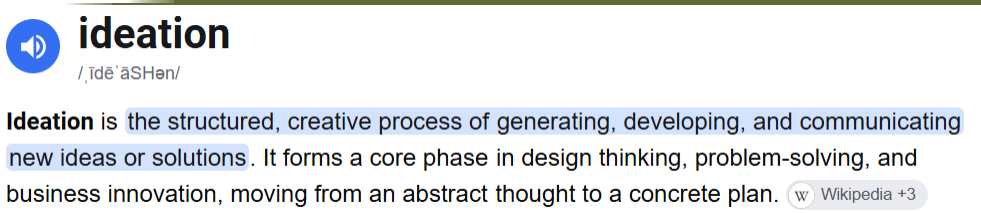
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ideation

/ˌīdēˈāSHən/

Ideation is the structured, creative process of generating, developing, and communicating new ideas or solutions. It forms a core phase in design thinking, problem-solving, and business innovation, moving from an abstract thought to a concrete plan. Wikipedia +3

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Key Stages of Ideation

- **Problem Finding & Research:** Understanding the underlying challenge, user needs, and context before generating concepts. Basadur +1
- **Divergent Thinking (Generation):** Expanding options and prioritizing quantity over immediate quality in a judgment-free space. The Decision Lab +1
- **Convergent Thinking (Selection):** Evaluating, filtering, and narrowing down ideas using criteria like impact, feasibility, and effort. HYPE Boards +1
- **Refinement & Development:** Transforming the top concept into a testable prototype, story, or action plan. HYPE Boards +1

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Common Ideation Techniques

- **Brainstorming & Brainwriting:** Group verbal generation or silent individual writing to prevent dominant voices from hijacking the room. The Decision Lab
- **SCAMPER:** Asking how to *Substitute, Combine, Adapt, Modify, Put to another use, Eliminate,* or *Reverse* an existing product or process.
- **Mind Mapping:** Visually branching out core concepts and associations from a central problem. The Decision Lab
- **Worst Possible Idea:** Deliberately pitching terrible ideas first to break psychological blocks and lower the pressure to be brilliant. The Decision Lab

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Core Principles for Success

- **Defer Judgment:** Separate idea generation from evaluation so participants feel safe sharing unconventional or raw concepts.
- **Embrace Diversity:** Involve varied perspectives—from cross-functional teammates to end users—to avoid functional fixedness.
- **Partner Execution with Creation:** Pair open-ended dreamers (like those with strong Gallup CliftonStrengths Ideation) with detail-oriented implementers who can turn rough concepts into reality. Gallup +3

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