



Trails, Tourism & Local Economies: Charlemont Trails System

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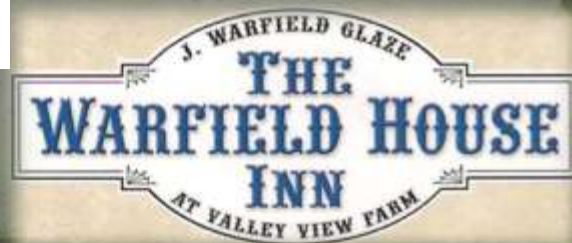


What?



- A developing system of recreational single-track trails open to the public for hiking, biking, trail-running, dog-walking, horseback riding and any other non-motorized purpose.
- Appends about 20 miles of double-track Business, Farm and Snowmobile Trail Corridors that lie on and around these properties.

Charlemont
Trails









Where?







Why?



- Charlemont is located in the recreational and tourism hotbed of the Deerfield River Valley.
- Less than 2 hours from Boston, Hartford CT, and Albany NY
- Many visitors to the area are interested in multiple recreational opportunities including trail use.





What?



- Sustainably designed and built single track trails open to the public for all non-motorized uses.
- Well marked and mapped trails of varying difficulty
- Trails offer scenic vistas, immersion into natural settings.
- Over 30 miles constructed by Fall 2012
- Long range goal of 50 miles of single-track to supplement the existing double-track corridors.





Where?



- **Charlemont, Massachusetts!**
- The town of Charlemont is a hilltown community of about 1,300 residents located along the Deerfield River and the scenic Mohawk Trail in northwestern Massachusetts.
- Settled in 1744, Charlemont covers 26 square miles and is still home to working farms and cottage industries as well as many recreational opportunities.





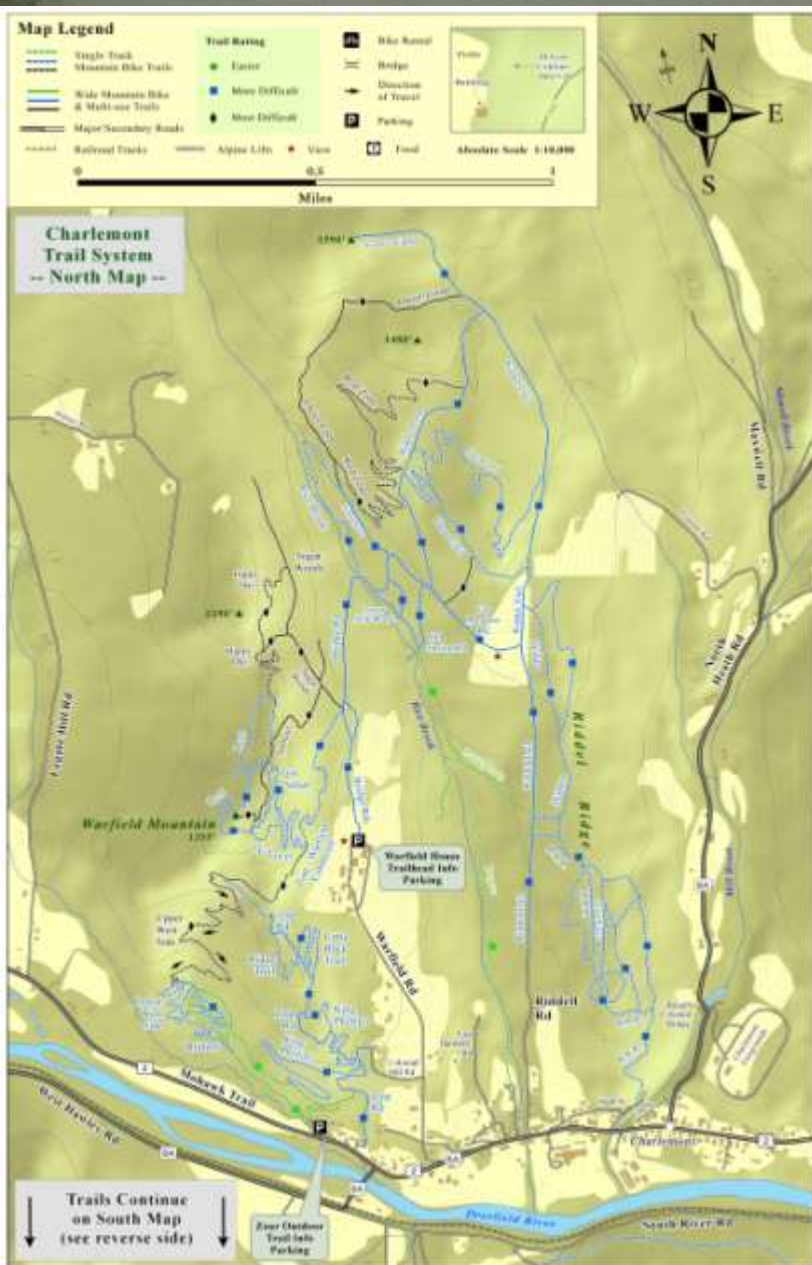
Why?



- All public land in Charlemont is classified as Reserves which makes developing new recreational trails systems on these lands impossible.
- Visitors and area residents want recreational trails in the area.
- The Town wants multi-day visits from its guests.



What?



CHARLTON

TRAIL SYSTEM





Where?



- Located on land owned by 3 companies/families involved in the tourism Industry
- Berkshire East
- Warfield House Inn
- Zoar Outdoor Adventure Resort





Who? Berkshire East





Who? Zoar Outdoor Adventure Resort





Who? Warfield House Inn at Valley View Farm





Who? NEMBA





Why?



- In 2003 there were over 130,000 recreational visits to Charlemont.
- 10% of these visitors are likely to extend their stay to enjoy a trail based activity
- That is 13,000 new overnight stays, with additional local meals this will bring from \$50 to \$250 per additional day to the local economy!





Why?



- In 2011, outdoor recreation among Americans reached the highest participation level in the last five years.
- Nearly 50 percent of all Americans ages six and older, or 141.1 million individuals, participated in at least one outdoor activity in 2011, making 11.5 billion outings.
- In fact, that year, Americans enjoyed 1.4 billion more outings than the previous year.



Outdoor Industry Foundation
<http://www.outdoorfoundation.org/pdf/Research/Participation2012Topline.pdf>





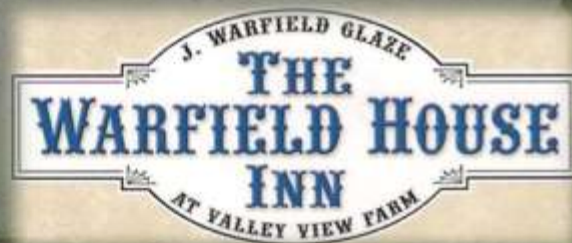
Why?



- 42.9 million adults rode bikes at least once in 2011.
- 6.8 million of these are “Mountain Bike Enthusiasts”
- Americans rode singletrack in 587 million visits in 2003
- 5.6 million adults participated in trail running in 2011
- Americans ran trails in 153.7 million visits in 2009



Source Outdoor Industry Foundation.
[Outdoorfoundation.org/pdf/
ResearchParticipation2012.pdf](http://Outdoorfoundation.org/pdf/ResearchParticipation2012.pdf)
Outdoor Recreation Participation Study,
Leisure Trends Group, 2004.





Why?



- Visitors are already coming to the area to run, hike and ride the unofficial trails at Dubuque State Forest in nearby Hawley and the few trails at Mohawk Trail State Forest.
- CTS gives these guests a well mapped, well marked, and varied addition to these popular resources.
- Trail Destinations, like Burke VT, attract thousands of visitors each year.





Why?



- Educational Opportunities:
- Local elementary and private secondary schools are looking at ways to use the trails for class modules centered around ecology, math and conservation.





Thank-you and come see us soon!

