

A green canoe with a yellow interior is positioned on the right side of a calm lake. The water reflects the surrounding landscape, which includes a forested mountain range in the distance and trees with autumn foliage on the right bank. The sky is clear and blue.

# **Water Trails: An Economic Stimulus for Local Communities**

NH Water Conference  
March 18, 2016

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National Park Service Rivers, Trails and  
Conservation Assistance Program

A photograph of a person in a green canoe on a river, surrounded by dense green trees. The person is wearing a red life vest and is paddling. In the background, other people are visible in smaller boats on the river. The scene is set in a lush, wooded area with a sandy bank visible in the distance.

**Water trails are recreational routes on waterways with a network of public access points supported by broad-based community partnerships.**

**Water trails provide both conservation and recreational opportunities.**

*Photo by: Beth Stewart*









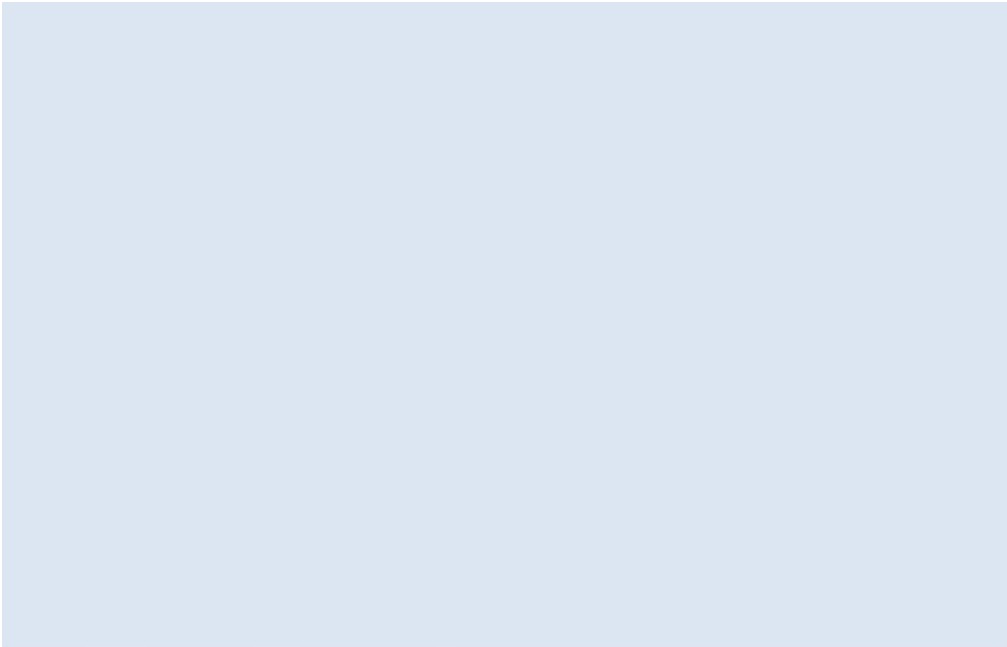












Mudrunners tying in rebar on future ramp  
Photo by Rolland Love





# NATIONAL WATER TRAILS SYSTEM

The National Water Trails System creates a distinctive national network of exemplary water trails that expand access to water-based recreation and protect and restore waterways across the country.



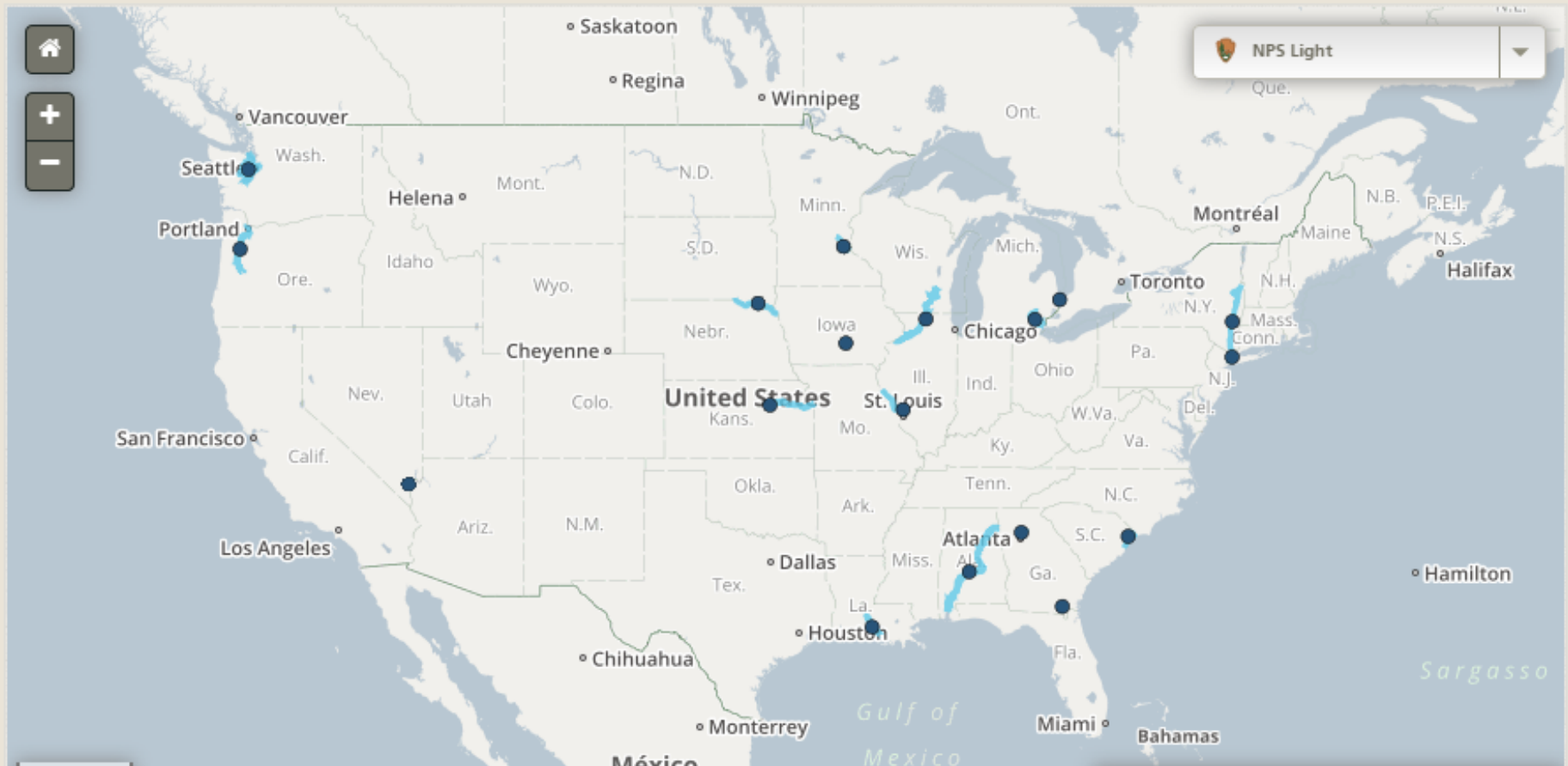
*Photo by: Hunter Nichols*





# NATIONAL WATER TRAILS SYSTEM

A distinctive national network of exemplary water trails across the country is ready to be explored!





# Designated National Water Trails

<b>Chattahoochee River NRA , GA</b>	<b>48 miles</b>
<b>Mississippi River NRA, MN</b>	<b>76 miles</b>
<b>Bronx River Greenway, NY</b>	<b>8 miles</b>
<b>Willamette River Water Trail, OR</b>	<b>216 miles</b>
<b>Hudson River Water Trail, NY</b>	<b>256 miles</b>
<b>Mississippi / Great River WT, MO</b>	<b>121 miles</b>
<b>Okefenokee NWR, GA</b>	<b>120 miles</b>
<b>Alabama Scenic River Trail, AL</b>	<b>631 miles</b>
<b>Waccamaw River Blue Trail, SC</b>	<b>100 miles</b>
<b>Kansas River Water Trail, KS</b>	<b>173 miles</b>
<b>Rock River Water Trail, WI, IL &amp; IA</b>	<b>330 miles</b>
<b>Red Rock Water Trail, IA</b>	<b>36 miles</b>
<b>Missouri Nat. Rec. River, SD, NE, IA</b>	<b>147 miles</b>
<b>Island Loop, MI</b>	<b>10 miles</b>
<b>Kitsap Peninsula Water Trails</b>	<b>371 miles</b>
<b>Black Canyon Water Trail, NV &amp; AZ</b>	<b>30 miles</b>
<b>Bayou Teche Paddle Trail, LA</b>	<b>135 miles</b>
<b>Huron River Water Trail, MI</b>	<b>104 miles</b>

*(as of January 2015)*





# NATIONAL WATER TRAILS SYSTEM



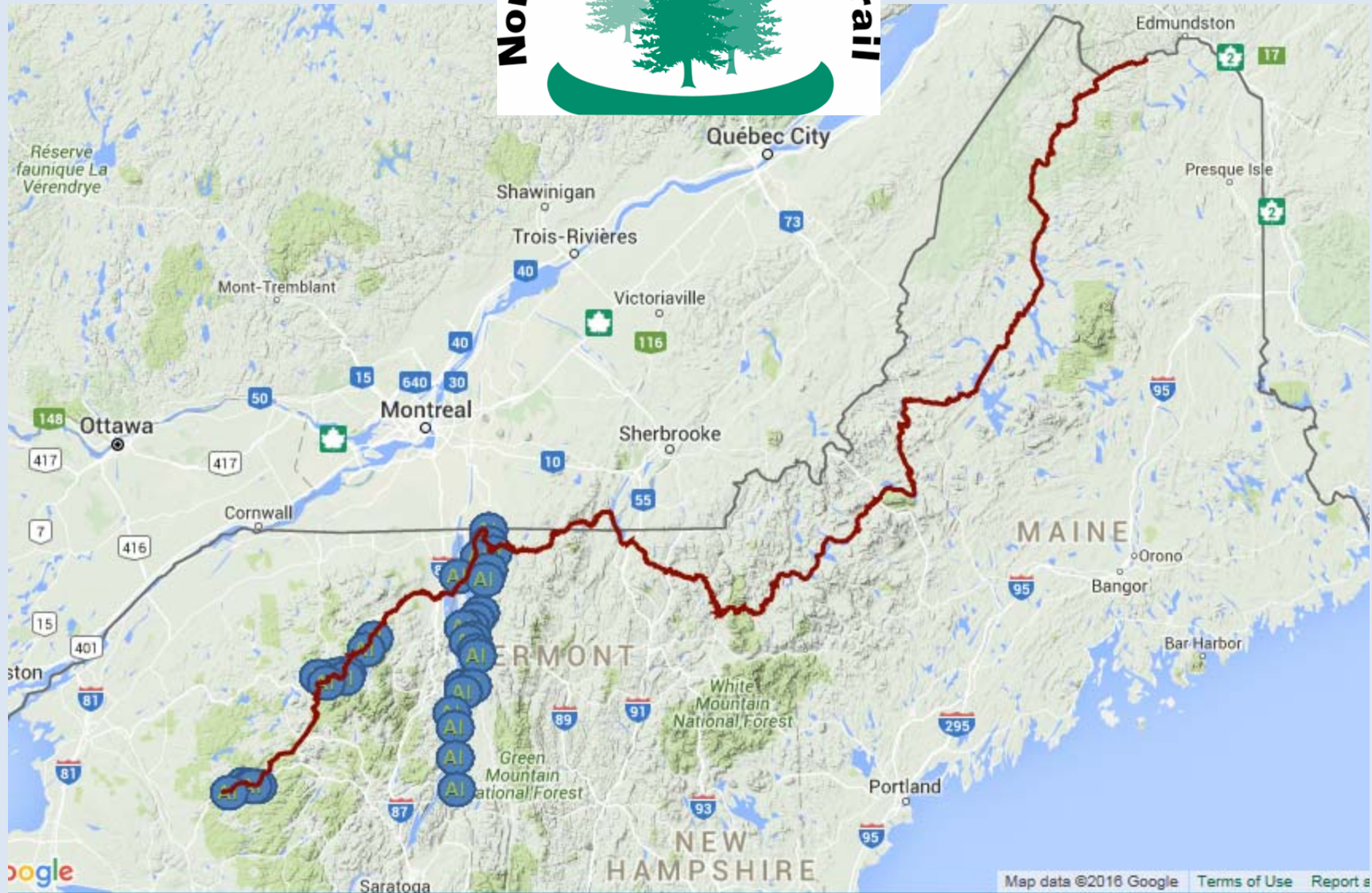
A distinctive national network of exemplary water trails which are designated by the Secretary of the Interior. The trails within the National Water Trails System are cooperatively supported and sustained.

## Best Management Practices

- Recreation
- Education
- Conservation
- Public Information
- Community Support
- Trail Maintenance
- Planning











# Huron River WATER TRAIL







- |  |   |
|--|---|
| <b>1.</b> Middle Allegheny River Water Trail         | <b>12.</b> Swatara Creek Water Trail                  |
| <b>2.</b> Three Rivers Water Trail                   | <b>13.</b> Conestoga River Water Trail                |
| <b>3.</b> Youghiogheny River Water Trail             | <b>14.</b> North Branch Susquehanna River Water Trail |
| <b>4.</b> Upper Monongahela Water Trail              | <b>15.</b> Lehigh River Water Trail                   |
| <b>5.</b> Clarion River Water Trail                  | <b>16.</b> Schuylkill River Water Trail               |
| <b>6.</b> Kiski-Conemaugh River Water Trail          | <b>17a.</b> Delaware River Water Trail                |
| <b>7.</b> West Branch Susquehanna River Water Trail  | <b>17.</b> Tidal Delaware River Water Trail           |
| <b>8.</b> Middle Susquehanna River Water Trail       | <b>18.</b> Pine Creek Water Trail                     |
| <b>9.</b> Lower Susquehanna River Water Trail        | <b>19.</b> Juniata River Water Trail                  |
| <b>10.</b> Raystown Branch Juniata River Water Trail | <b>20.</b> Yellow Breeches Creek Water Trail          |
| <b>11.</b> Conodoguinet Creek Water Trail            | <b>21.</b> Conewango Creek Water Trail                |

**Outdoor recreation** is the third largest industry:  
(\$646 billion annual consumer spending)

The outdoor recreation economy grew 5% from 2005 to 2011

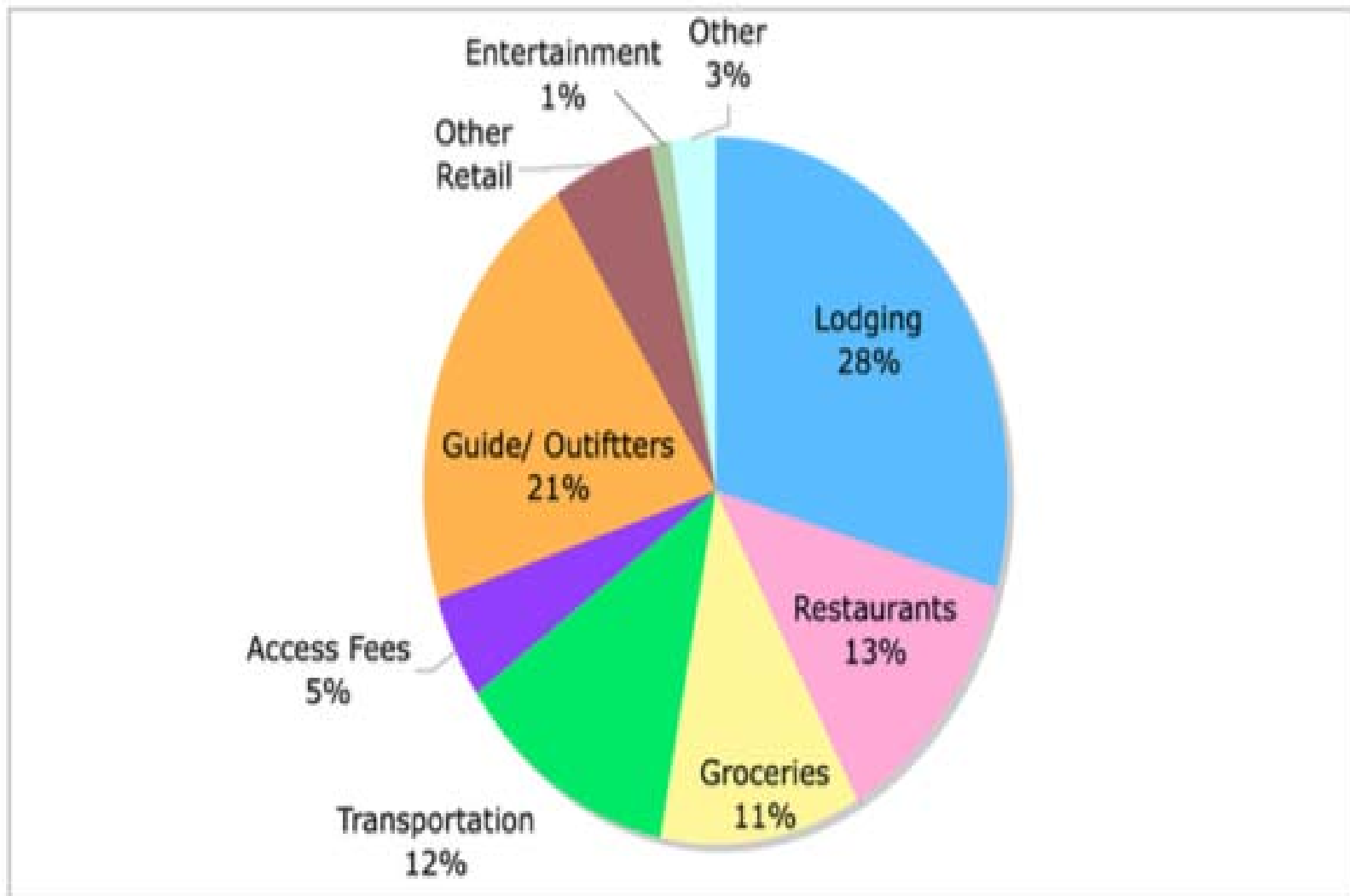
Paddlesports have increased significantly within the outdoor industry arena.

Water sports (motorized and non-motorized) contributed \$85 billion in spending, \$4.8 billion in local and state taxes, and created over 800,000 jobs.

The 140 million Americans who spent \$646 billion on outdoor recreation created \$80 billion per year in national, state, and local tax revenues

*(The Outdoor Recreation Economy, 2012).*





**Figure 4.18. Distribution of total paddler spending across expenditure categories**

**Table 4.4. Mean per group, per trip, expenditures. Standard errors are in italics.**

Expense Category	Adirondacks	Missisquoi River	Northeast Kingdom	Androscoggin	Rangeley Lake	Allagash	All Regions
Lodging	\$235.16	\$17.44	\$17.68	\$94.55	\$181.40	\$68.92	\$127.86
	<i>\$29.13</i>	<i>\$13.25</i>	<i>\$9.32</i>	<i>\$15.86</i>	<i>\$24.33</i>	<i>\$6.42</i>	<i>\$11.06</i>

Region	Trip Type	Food and Drink	Transportation	Recreation/ Entertainment	Souvenirs and Gifts	Lodging	Total
East North Central	Day	\$41	\$35	\$39	\$11	N/A	\$126
United States	Day	\$32	\$31	\$33	\$7	N/A	\$103
East North Central	Overnight	\$87	\$52	\$45	\$18	\$66	\$268
United States	Overnight	\$75	\$61	\$40	\$12	\$67	\$255



# Tax Revenues

**Table 3. Summary of Tax Impacts**

<b>Tax Level/ Description</b>	<b>Employee Compensation</b>	<b>Proprietor Income</b>	<b>Indirect Business Tax</b>	<b>Households</b>	<b>Corporations</b>	<b>Total Tax Impact</b>
<b>Total State and Local Tax</b>	\$600	\$0	\$68,600	\$11,400	\$1,600	\$82,200
<b>Total Federal Tax</b>	\$41,400	\$2,200	\$10,800	\$25,700	\$8,800	\$88,800

# Employment

Paddlesports tourism has the potential to provide jobs and income while creating few public or environmental burdens. The Northern Forest Canoe Trail study states that the NFCT supported an estimated 283 jobs and provided \$4.1 million in personal income. Paddlesports tourism as a way to combat decreasing populations, increase services in rural areas, and provide employment opportunities.

NFCT showed that every \$1,000 in paddler spending leads to \$338 in personal income and .027 jobs.

Thus, the NFCT report estimates that an additional 85 non-local paddlers, spending roughly \$37,000 in local communities, will support the equivalent of one new job.

The Pennsylvania study estimated 11 full-time, year-round jobs were created from the water trail visitors. Approximately 70 to 75 percent of those jobs are direct results of trail expenditures.







[NPS.GOV/WATERTRAILS](https://www.nps.gov/watertrails)