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TRAVEL GUIDE TO BOOST EDUCATIONAL TOURISM ALONG NY'S CANALS
*Canal New York announces **The Canal New York Experience** that will find its own niche in the Upstate New York's tourism market*

ROCHESTER, NY- A new educational travel guide to the canals of New York will be available next spring, thanks to a partnership among Canal New York, Canal Society of New York State, Visit Rochester, and the Erie Canalway National Heritage Corridor. ***The Canal New York Experience*** will combine educational information with tourism resources and will feature Canal New York members, including historic sites, businesses, nonprofits and communities within the Erie Canalway Corridor.

“This project is the first time that the lands, waters, communities and sites that comprise the NYS canal system are formally promoted in a cohesive manner to the student and learning travel market,” said Peter Wiles, Chairman of Canal New York. “This guide will provide an alternative tourism opportunity to educators and visitors who are fascinated with the recreational, historic and unique resources along the Canal Corridor.”

The Canal New York Experience will be targeted to adult learners, as well as primary and secondary schools, and travel planners. The guide will include interpretive tours and programs, as well as travel itineraries spanning from two hours to one week. Visitors will be able to choose from a variety of educational experiences, including touring historic sites and museums, walking, and cruising to explore a great part of American history—the Erie Canalway.

The resource guide is funded by an Explore New York grant from the New York State Department of Economic Development. Canal New York estimates that the learning guide will attract over 100 school groups and 10,000 visitors in the first 18 months of its release. This will bring an estimated \$3-4 million in new tourism-related dollars to Upstate New York.

“An added benefit and return on this investment is that students and adult travelers captivated by ***The Canal New York Experience*** will see New York State in a new-found way,” said Frank Dean, Executive Director of the Erie Canalway National Heritage Corridor. “This program will expose visitors to the quality of life we experience in Upstate New York. For this reason, travelers will see our Canal Corridor as a place in which to live, invest, or visit year-after-year.”

The Canal New York Experience guide will be available in March 2008. For more information on this project or Canal New York membership, please contact Peter Wiles at 315-374-9554.

ABOUT THE PARTNERS

CANAL New York, A Marketing and Business Alliance mission is to serve as the one generally accepted private sector entity dedicated to tourism, marketing, legislative advocacy and business collaboration. It exists to support existing and new business opportunities within New York State's canal communities. For more information on Canal New York please visit www.canalny.org.

The Canal Society of New York State aspires to educate, interpret and preserve the exciting history of canals in NYS and the central role of the Erie Canal in making New York the Empire State. The Society provides opportunities for people to visit canal sites throughout the state to share information and ideas relevant to preserving the history and traditions of canals as well as promote ideas for continued revitalization and development. For more information please visit www.canalsnys.org

Visit Rochester is the destination marketing agency for Rochester and the surrounding area. It is a private 501C-6 membership-based organization with approximately 500 business members. Its 30-person staff and programs focus on the attraction of all types of visitors and visiting groups to Greater Rochester. It is the official tourism promotion agency for Monroe County.

Erie Canalway National Heritage Corridor was designated by Congress in 2000 for its national significance, the Erie Canalway National Heritage Corridor works in partnership with its 234 communities to protect this treasured cultural and historic resource and to promote the Erie Canal system as a recreation destination for today's boaters and visitors. For information on the Erie Canalway program please visit www.eriecanalway.org.