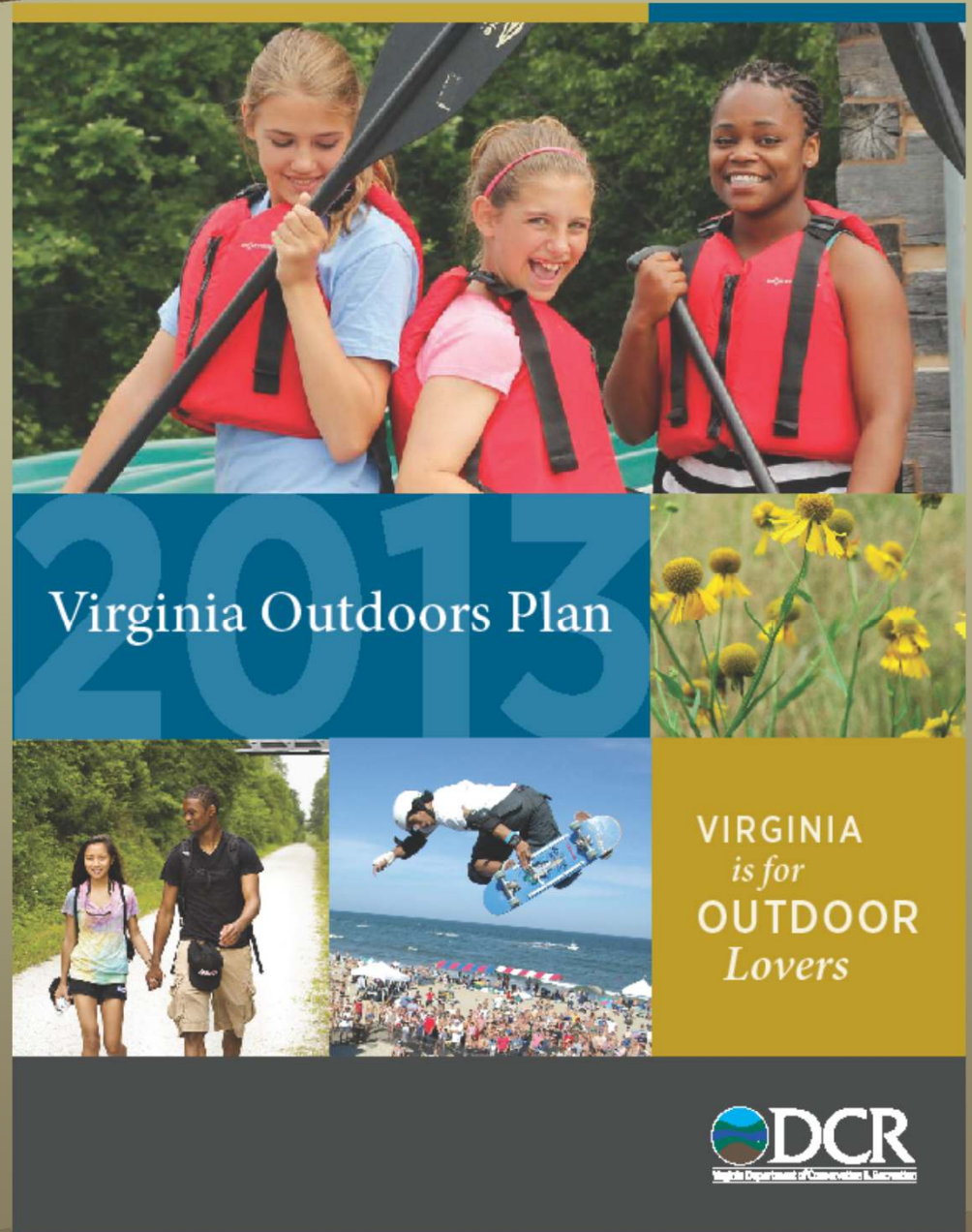


Positioning for Funding Water Trails

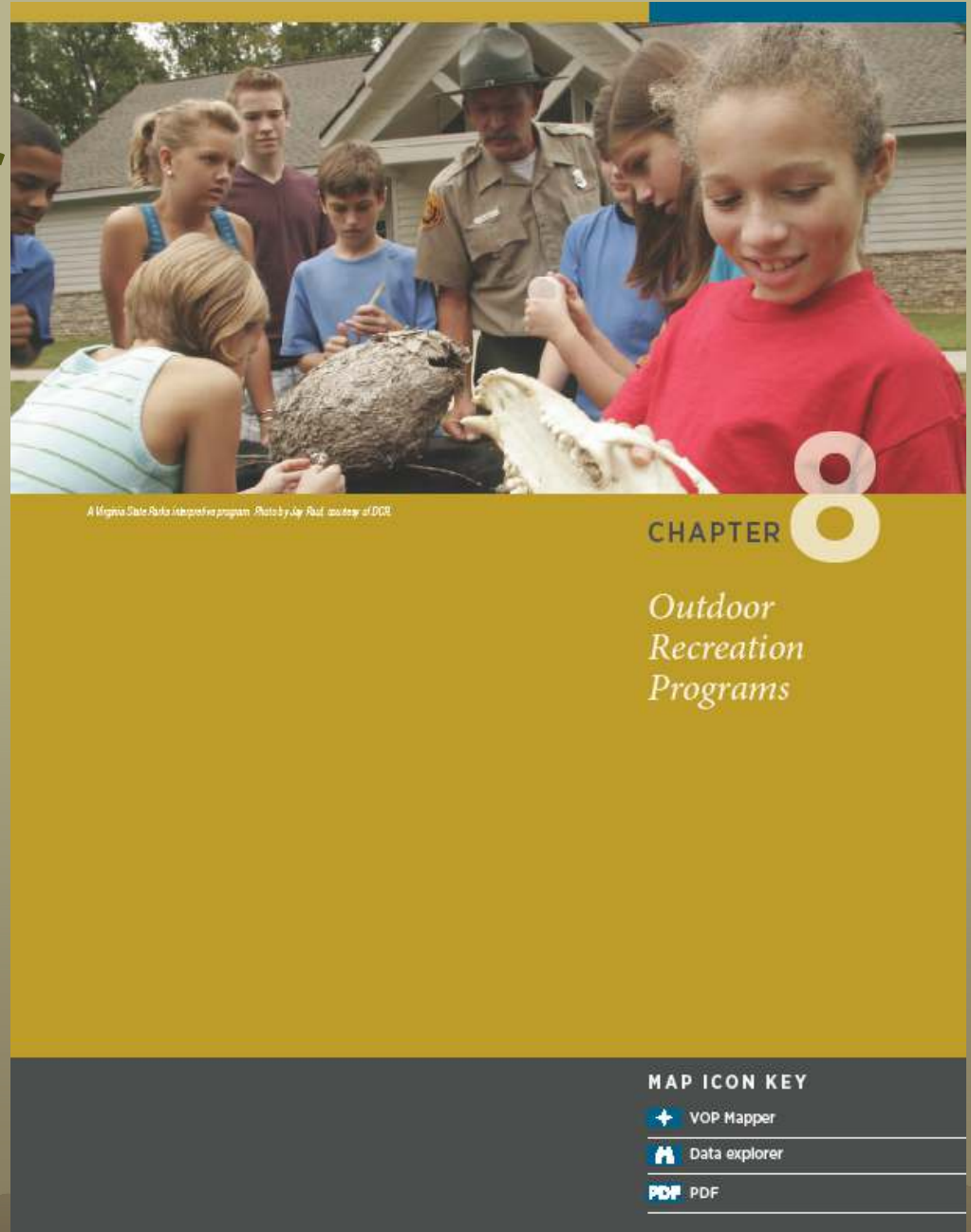


*Presented by
Janit Llewellyn Allen*

Who embraces water trails?

How are they accomplished?

- regional tourism
- planning districts
- localities
- non-profits
- citizens



Outdoor Recreation Trails & Water Access



What citizens say is most needed outdoor recreation

Public priorities for water access

Fishing, swimming and beach access 60%

Canoeing and kayaking 46%

Motorized boating 22%



Source: Virginia Outdoors Demand Survey, 2011

How much water trail in Virginia?

1,930 miles existing

1,878 miles proposed

Captain John Smith Chesapeake National Historic Trail



Actual participation in water-related recreation

Swimming in a pool 43 %

Sunbathing/relaxing on a beach 41%

Swimming at a beach 38%



Source: Virginia Outdoors Demand Survey, 2011



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