

Washington-Rochambeau Revolutionary Route National Historic Trail

Current Value and Future Impacts



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An accompanying technical report available on the National Washington-Rochambeau Revolutionary Route Association website at W3R-US.org

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Cover photo: Rochambeau Monument, Kings Park,
Newport, Rhode Island

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About This Report

In 1781, General Rochambeau's French Army joined forces with General Washington's Continental Army to fight the British Army in Yorktown, Virginia. With the French Navy in support, the allied armies traversed hundreds of miles in the largest troop movement of the American Revolution. Cooperation between the French and Americans led to a victory at Yorktown, Virginia, and secured American independence.

The Washington-Rochambeau Revolutionary Route, a National Historic Trail managed by the National Park Service, preserves the routes and tells the story of this joint military offensive, which began with Rochambeau's Expeditionary Forces—450 officers and 5,300 men—landing on the

Rhode Island coast in July 1780, and culminated in Yorktown in September 1781. The 680-mile movement of French and American troops south from Rhode Island to Virginia, was retraced after the Yorktown battle, with American colonists hailing the French as heroes on their return trip north.

At 13 years since its designation, the trail is still establishing its identity, building partnerships and expanding interpretation, visitor services and public awareness. Over time, it could become a force driving heritage tourism across parts of nine states and the District of Columbia.

This report summarizes key findings from an economic assessment that takes a broad look

at economic activity related to heritage preservation, interpretation and visitation in communities along the trail's route, and characterizes other benefits and connections. It also looks forward, recommending ways the National Park Service and its partners could leverage the trail for increased future impact. (An accompanying technical report details the assessment and its findings.)

Key Findings

1) The trail runs through a rich and active heritage landscape.

Of several hundred sites with significance to the Washington-Rochambeau story, some 90 historic sites, museums and encampments associated with museums are staffed and provide visitor services on a regular, year-round schedule, seasonal schedule, or by appointment.

- In 2019, these 90 sites served some 13.5 million visitors who spent an estimated \$4 billion in communities near the trail, supporting 98,750 local jobs and \$7 billion in economic activity.
- Overnight visitors accounted for more than 90 percent of that spending, injecting \$3.6 billion into local economies.

2) Trail partnerships spur a range of community benefits.

These benefits span education, open space, outdoor recreation, placemaking, historic preservation, local culture, volunteerism and community pride.

3) Strategic investments will boost the trail's impact.

Core strategies for trail development include focusing on outdoor recreation, developing and maintaining signature events, promoting multi-day trips, collaborating regionally, and leveraging the 250th anniversary of American independence.

- Every thousand new trips that trail development and promotion attracts could attract \$1.2 million in visitor spending, supporting 29 jobs in communities along the trail.

Washington-Rochambeau Revolutionary Route National Historic Trail

Traversing Massachusetts, Rhode Island, Connecticut,
New York, New Jersey, Delaware, Pennsylvania,
Maryland, District of Columbia and Virginia



Trail Details

Congress established the Washington-Rochambeau Revolutionary Route National Historic Trail in 2009 as one of 19 national historic trails recognized for their historic value and their educational and recreational potential. The trail commemorates the arrival of French soldiers in 1780 and the Yorktown Campaign of 1781, when the American and French armies under Generals Washington and Rochambeau marched to Yorktown. There, on October 19, 1781, they defeated the British army in the final battle of the American War for Independence.

2,000 miles of land and water routes

The trail corridor encompasses land adjoining over 2,000 miles of land and water routes over which the troops and their support traveled from Rhode Island to Yorktown, Virginia, and back north to Boston after the battle. There is a main driving route that generally corresponds to the route taken by the main body of Rochambeau's forces and the supply wagon train, composed of trail segments with historic integrity, as well as trail segments on modern roads that are commemorative.

45 counties 9 states, District of Columbia

One might better understand the Washington-Rochambeau Revolutionary Route as a linear park in the making, and its area of influence like a watershed for economic and community benefits for 45 counties across nine states and the District of Columbia.

The most urban trail in the National Trails System

The trail passes through many of America's founding cities. Along the route, 12 urban areas are home to 4.5 million residents for whom the trail could contribute to greater access to green spaces and outdoor recreation.

The trail could also help connect these highly diverse communities to the lesser-known stories of the American Revolution. Beyond military history, the Washington-Rochambeau Trail illuminates the diversity that was essential to the founding of this nation. From mostly-Black or integrated fighting units that included Black, Native American and mixed-race soldiers to an entourage of women and children that accompanied the armies, the trail can showcase faces and contributions not routinely featured in historical depictions.

400 historic sites

Some 400 related historic sites and numerous road segments that are documented historic routes of travel on land remain within the trail corridor.

Hundreds of Parks, preserves & recreational trails

Hundreds of parks and preserves, and hundreds of miles of recreational land and water trails offer—or could offer—a trail-related visitor experience. Sixteen National Park Service units related to the trail offer visitors a range of historical and outdoor experiences.



Along the trail (top to bottom):
Dedicating grave markers, Trinity Church, Newport RI • Carpenters Hall, Philadelphia PA • Westfield NJ commemorative march • Mount Vernon distillery • Cannon overlooking Yorktown Battlefield

Making the Trail

The designation of the Washington-Rochambeau National Historic Trail in 2009 set in motion an ambitious project to connect the sites and communities within the trail corridor around the shared story of the French and American partnership that sealed the success of the American Revolution.

The NPS has been working alongside its primary trail partner, National Washington Rochambeau Revolutionary Route Association (W3R-US), to identify and develop the assets and infrastructure that comprises the trail, and establish a policy and management framework.

- In 2019, a Foundation Document was developed with input from key trail stakeholders

that provides basic guidance for planning and management decisions and provides a focus for trail activities.

- Also in 2019, a Long Range Interpretive Plan was completed, describing desired interpretive and educational outcomes for the Park Service and partnerships.
- A Trail Access and Development Assessment completed in 2021 identifies potential opportunities for interpretation and outdoor recreation access.
- By 2026, the anticipated completion of a comprehensive management plan will create a backbone for prioritizing specific NPS and partner efforts related to resource preservation, education and interpretation, and visitor services.

Building the Trail One Partnership At a Time

Like most long-distance trails—whether they are hiking and bicycling pathways, driving routes, or thematic tourism trails—connecting sites and segments together physically, conceptually and functionally as a destination will be a long-term project.

The National Park Service and partners have initiated small-scale signage projects, and the NPS has invested in collaborative work

with trail partners to develop special events and other visitor experiences and education related to the march to Yorktown. Three examples from along the trail's length:

- Since 2020, NPS has partnered with the Newport Historical Society (RI) to host a “French in 1780 Newport” living history weekend focused on the months Rochambeau’s army spent encamped in the city. NPS also supported grave markers and a well-attended dedication ceremony to honor two French soldiers buried in the Trinity Church graveyard.
- A painting of African American founding father, James Forten and the Rhode Island Regiment, commissioned by the National Park Service, now hangs in the Museum of the American Revolution in Philadelphia (PA). The museum featured and promoted the painting by noted Revolutionary War artist Don Troiani in a major exhibition in 2022.
- NPS helped fund a statue of Rochambeau that now stands alongside other Yorktown Campaign heroes (Washington, Lafayette and de Grasse) on the waterfront at Yorktown (VA), where it is seen by visitors from across the country and around the world.



< Sal Lilienthal completes a bike ride of the entire trail in Yorktown, Virginia.

Core Partnerships Advance Trail Development

The National Washington Rochambeau Revolutionary Route Association was founded in 1999 to advocate for the route to become a national historic trail. In recent years, W3R-US has been evolving from an all-volunteer organization focused on lectures, small events and commemorative grave markers. It is now the primary trail partner collaborating with the NPS, state W3R committees, international, and other organizations, and historic sites, preservationists, and conservationists along the route.

W3R-US helps initiate, coordinate, and promote partnerships and programs that engage, inspire, and educate the public in the history of the American Revolution with a particular emphasis on how France and the French people provided crucial aid to the United States.

Some of the work W3R-US has spearheaded is national in scope, such as research to identify outdated markers along the length of the trail, which informs NPS decision-making about signage and replacement markers. It has also secured funding to produce a travel app to provide narrated interpretive information for trail visitors.

Many W3R-US efforts are focused with partners on the regional or state levels, from tribal nations



▲ Living historians chat with visitors at the Newport Historical Society's French in 1780 Newport event (Rhode Island).

to state agencies. Relationships forged with the East Coast Greenway and with Volkspport U.S. and Volkspport International are helping identify bikeable and walkable areas on the trail and create ways to promote the trail to their audiences. In Maryland, the Maryland Veterans Museum is now the first authorized Washington-Rochambeau National Historic Trail information center.

W3R state organizations are important partners as well. For example, W3R-VA undertook extensive mapping of the trail in Virginia and secured a commitment from the Virginia Department of Transportation to mark nearly the entire route through the state.

“The Washington-Rochambeau National Historic Trail has an intangible quality as well as a physical location.

“The trail is a living collaboration between the French and American governments, participants and supporters, hundreds of communities, four dozen counties, nine states and the District of Columbia, and numerous organizations and historic sites along the route.”

Johnny Carawan

Trail Administrator
National Park Service
Washington-Rochambeau
National Historic Trail

Economic Activity Along the Trail

Fourteen years after its designation, the Washington-Rochambeau Revolutionary Route National Historic Trail is early in its evolution as a historic trail. Important aspects of establishing its presence on the landscape—such as wayfinding signage, unifying branding, the development of signature events and more—are still in the early phases, under the leadership of the National Park Service, W3R-US and other partners. The forthcoming travel app will add another tool for establishing the identity of the trail, and for packaging tours and itineraries that tourism promoters and heritage sites alike can market.

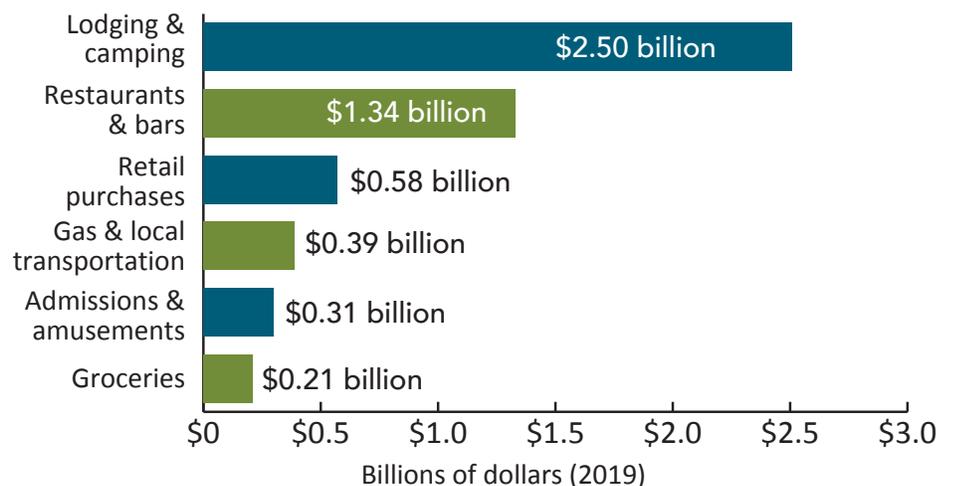
Picking apart the trail’s direct influence from the impact of Revolutionary War tourism and heritage tourism in general for the communities and counties in its “trailshed” is not possible using existing information, and is probably premature. But the economic assessment found that the trail traverses a landscape rich in heritage resources and activity. Each of the several hundred historic sites, museums, parks and encampment sites along the trail’s length comprises a piece of the story of the Yorktown Campaign.

Of these, approximately 90 historic sites, museums and museum-associated encampments are staffed and provide visitor services on a regular, year-round schedule or on a seasonal or by-appointment basis. These include large anchor sites that are mainstays

Visitation to 90 Staffed Sites Along the Trail

Visitor Type	Estimated Number of Visitors (2019)	Estimated Total Spending
Local Day Visitors	4,403,946	\$145,053,028
Nonlocal Day Visitors	3,668,370	\$290,067,542
Overnight Visitors	5,428,104	\$3,625,278,955

Visitor Spending by Category



of Revolutionary War-era history, such as the Morristown National Historical Park, Independence National Historical Park (including Independence Hall), the Museum of the American Revolution, the Newport Historical Society (including Colony House and the Great Friends Meeting House), and Yorktown Battlefield and other sites in Colonial National Historical Park. These host tens of thousands to millions of visitors each year.

At the other end of the spectrum, there are nearly 40 smaller his-

toric homes and estates that are often run by volunteers and may host just one thousand to several thousand visitors per year.

The Economic Importance of Heritage Tourism

Each year, these 90 sites serve some 13.5 million visitors who spend an estimated \$4 billion dollars in communities near the trail. Overnight visitors account for nearly 90 percent of that spending, injecting \$3.6 billion into local economies.¹

As money recirculates through local economies, the \$4 billion in visitor spending supports an estimated \$7 billion in total economic activity and 98,750 local jobs.

These findings do not assert that the full economic impact of spending by visitors to associated sites should be attributed to the Washington-Rochambeau National Historic Trail. For these sites, the Yorktown Campaign is only part of the history they encompass, and many do not yet feature the Washington-Rochambeau story prominently. The analysis also does not estimate what portion of visitor activity can be attributed to the trail. These findings do suggest that heritage tourism is an active economic sector in the trail's region writ large, with concentrated areas of activity along its length.

For example, Washington and his main army spent more time in New Jersey than in any other state, leaving behind a legacy of important historical sites and more than 600 skirmishes, clashes and naval engagements.

The Washington-Rochambeau National Historic Trail passes through eight New Jersey counties. In part because of their rich Revolutionary War heritage, they account for four of the top five counties for heritage tourism spending in the state.²

Visitor Spending at Historical Sites

A portion of visitor spending along the route takes place directly at historical sites. A report on New Jersey heritage tourism in 2019 offers a model for estimating this spending. In 2019, visitors to New

“For the Lower Susquehanna’s small towns, the partnership with the National Park Service around the Washington-Rochambeau campaign offers an opportunity to tell untold stories and uncover a distinctive history that connects our region’s communities and offers pathways to meaningful tourism development. The trail could play a huge part in what these communities could offer travelers, especially experiencing history from the water, immersive experiences with the river crossings here that were essential to the movement of troops and everything that supported them.”

Brigitte Carty

Executive Director
Lower Susquehanna River
Heritage Greenway

Economic Impact of Spending By Visitors to Staffed Sites Associated with the Trail (2019)

In 2019, 13.5 million visitors spent \$4 billion connected to their visits. In communities near the trail, this spending supported:

\$7 billion
total economic activity

98,750 jobs



^ Rodgers Tavern
Perryville, Maryland

“I think there is tremendous potential for weaving together more pieces of the Washington-Rochambeau story here at Morristown National Historical Park.

“We are a daytime destination, not a place where visitors usually specifically go to unless they are Revolutionary War buffs. So we see a lot of local people—dog walkers, hikers, walkers, bicyclists—and it would be easy to more explicitly direct their attention to the trail, to the reality of 5,000 men marching by here.

“People who are here experiencing the park in another way might be interested in learning what we can help them weave together with the Washington-Rochambeau Trail.”

Tom Ross

Superintendent
Morristown National
Historic Park

Jersey heritage sites spent nearly \$13 each onsite—around \$4 on admissions, an equal amount on food and beverage, and \$4.50 in other purchases.³ Although they comprise a relatively small portion of total visitor travel spending, these onsite expenditures funneled \$140 million in direct support for the stewardship and management of these resources.

If visitors to the 90 Washington-Rochambeau sites noted above similarly spend an average of \$13 onsite, they contribute more than \$176 million each year to support the organizations that preserve, manage, and interpret the trail’s history.

How the Trail Can Add Value to Heritage Tourism

The trail’s rich historical context is fertile ground for the Washington-Rochambeau National Historic Trail to add value to heritage tourism—an already-important part of the travel industry—by highlighting a lesser-known part of the story of America’s break from British rule.

The trail can help promote awareness of the diversity and complexity of this story of international cooperation, the movement of large military contingents, interactions and impacts on communities along the route, and the ultimate battle and victory.

The Washington-Rochambeau story offers a more expansive view of

the Revolution’s social and cultural dynamics than is generally known or often told. It highlights how Black Americans, Native Americans, and women and children contributed to this decisive action in America’s war for independence. Native Americans and both enslaved and free Black Americans were an important part of the Continental Army, serving primarily in integrated units.

Women often followed their husbands in the Continental Army. They and their children, known as camp followers, served as seamstresses, launderers, nurses, and cooks for the army. Camp followers endured the same conditions as soldiers, and they were crucial to supporting the quest for Independence

The Washington-Rochambeau Revolutionary Route National Historic Trail and its partners have worked to peel back layers of neglected and rewritten history, seeking to tell lesser-known stories and make more visible the impact that a whole range of Americans and allies had on winning the American Revolution.

Community Connections & Benefits

Among the several hundred trail-related organizations are many that invest significant money, staff and volunteer time to preserve, maintain, interpret and offer educational programming about the Revolutionary War and—for a growing number—the story of the Yorktown Campaign led by Generals Washington and Rochambeau. Their work makes heritage tourism possible, by making a landscape of historical resources and experiences available to visitors.

These sites are equally important as pieces of community heritage as they are as tourism attractions. “Teachers are interested in the Rochambeau story to incorporate it into global education,” says Christine Pittsley, special projects director for the Connecticut State Library. “And people in the towns along the route can be interested because it is part of their heritage.” Pittsley is planning an archaeological dig in 2023—staffed by Connecticut and French high school students—searching for artifacts left behind when the French soldiers camped at what is now Bolton Heritage Farm during their 1781 march across the state. Pittsley notes, “Kids come away from an experience like this as history converts.”

A project like this can yield other community benefits, as well. After Pittsley led a similar French-American student collaboration to restore part of the trenches that



▲ Baltimore (MD) students and volunteers participating in the “Patriot or Not” program.

American forces fought from during World War I, the nearby village of 125 residents saw growth in tourism activity, with a bed and breakfast and restaurant opening to serve visitors.

Tom Ross, superintendent of Morristown National Historical Park, noted the popularity of the park as open space for outdoor recreation. “Our trail hooks up with other trails at an Audubon sanctuary and county park known as the Patriot’s Path Trail,” connecting a large landscape for dog walkers, hikers and bicyclists from nearby Morristown, New Jersey, a suburban community west of Newark. This is one example of connecting history and outdoor recreation,

identified as “an essential component of the trail experience” by the 2021 Trail Access and Development Assessment for the Washington-Rochambeau National Historic Trail.

The organizations that own and manage the 400 historic sites that are connected to the trail invest significant resources into the physical preservation, restoration and maintenance of these sites. Among the projects underway now are historic home renovations such as the Van Vechten House in New Jersey, fundraising to build a replica barn to host educational programming at Webb Deane Stevens House in Wethersfield, Connecticut, and major

building and grounds restoration at the Odell House Rochambeau Headquarters in New York. The State of New Jersey has committed to make significant site investments in preparation for the 250th anniversary of the founding of the nation.

National and state heritage area economic impact studies affirm the importance of operational spending—for employees, facilities, maintenance and the like. In fiscal year 2019, for example, the Maryland Heritage Areas Program generated an economic impact of \$18 million from operational spending alone. A 2015 study of six national heritage areas found operational spending by the coordinating organization ranged from \$205,000 to \$1.7 million annually. Like the trail, national heritage areas do much of their work through formal and informal partnerships that funnel additional resources into maintaining, running and improving essential sites and events. In FY2021, the National Park Service invested \$330,000 into operations for the Washington-Rochambeau trail.

In 2022, W3R-US and state volunteers logged nearly 15,000 hours working on behalf of the trail, contributing \$450,000⁴ to trail planning, promotion, programming, maintenance and advocacy. Three committed volunteers put in more than 1,000 hours each.



^ Volunteers in period uniforms aboard the sailing yacht *Mistress* at the Chesapeake Bay Washington-Rochambeau Water Trail in Yorktown, Virginia. Photo: W3R-US

Growing Future Impacts

Interviews with leaders from trail community and partner organizations—combined with a review of trail-related planning documents and activities—suggest several core approaches to expanding the trail’s economic and community impacts. The following recommendations focus on actions that could make a difference over the coming five years and support longer-term trail development.

1. Build Collaboration Around Existing Capacity

The 2021 Trail Access and Development Assessment identified 11 priority areas and ten other communities and sites that have particular capacity to develop high-quality visitor experiences related to the trail. Focusing on building partnerships, programming and events in these places will leverage existing strengths.

Results from other multi-partner heritage tourism collaborations

suggest that providing a structure for collaboration along the length of the trail and within smaller regions will yield expanded economic and community benefits. For example, in four years of joint marketing, lodging sales in one county along the ten-county Crooked Road heritage music trail in Virginia grew 90 percent, and tripled in one town. Music events grew five percent each year, and the region’s share of state tourism expanded by two percent.⁵ And in Montana, at 14 rural museums along “Dinosaur Trail,” visitation grew more than 14 percent during the first two years of coordinated promotion.⁶

Impacts of this kind of collaboration are not all about dollars and cents. In one study, residents along the Lake Country Scenic Byway in Minnesota reported that the byway contributes to their quality of life. Natural areas, cultural and historical sites, and

recreation opportunities are important community attributes that the byway supports.⁷ The Washington-Rochambeau National Historic Trail can foster and promote similar community values through its partnerships.

2. Leverage Diversity

Bruce Donald, who supports communities along the East Coast Greenway through Connecticut, Rhode Island and eastern Massachusetts, notes, “The education opportunity for the Washington-Rochambeau Trail is larger than we acknowledge. Blacks, Hispanics, and Native Americans were a huge part of the Revolution. Making this a central part of the trail’s story could tap people’s visceral attachment to the history of the founding of this nation.”

Carrie Fellowes, executive director of the Crossroads of the American Revolution National Heritage Area, agrees: “It’s an element that most folks don’t think about, but there was a lot of diversity in Continental Army and people who followed it.” Fellowes sees opportunities in promoting “thematic and diverse story-focused tours” that cover lesser-known aspects of the American Revolution, connect to broader audiences and speak in a variety of languages. Crossroads of the American Revolution has

< Bike ride through history along the trail, Brandywine Village Historic District, Delaware



“From the Rhode Island state line across eastern Connecticut to Hartford, there is a good match between the Rochambeau route and the East Coast Coast Greenway, which travels a series of rail trails. The Air Line State Park Trail closely follows the route that Rochambeau’s troops took on their march to Hartford.

“Communities like Bolton and Columbia are emerging as trail towns along the East Coast Greenway, investing money and other resources to raise the profile of the trail in their communities as an economic development strategy. For them, connecting to the Rochambeau history could add another layer of visitor appeal.”

Bruce Donald

Southern New England
Manager, East Coast
Greenway Alliance

several such audio tours on its website and in production.

The trail passes through a largely urban corridor, including 12 cities with an average of 71 percent residents who are not White. The trail can help connect highly diverse communities to historic sites, green spaces, outdoor recreation and founding stories of this nation that are often missing from historical depictions. These include contributions of Black, Native American and mixed-race soldiers, the women and children that accompanied the armies, and residents, merchants and private donors in communities where the French and Continental armies camped.

3. Build Local Participation

W3R-US executive director Ellen von Karajan notes that connecting diverse urban communities to this history means “building trust with intermediaries at the neighborhood level—local pastors, school-principals, business associations, Big Brothers and Sisters.” In some places, she observes, “we would be starting with collaborations as basic as tapping funding for street lighting and walkable sidewalks to create an environment in which trail and interpretive signage and educational programming could make a difference.”

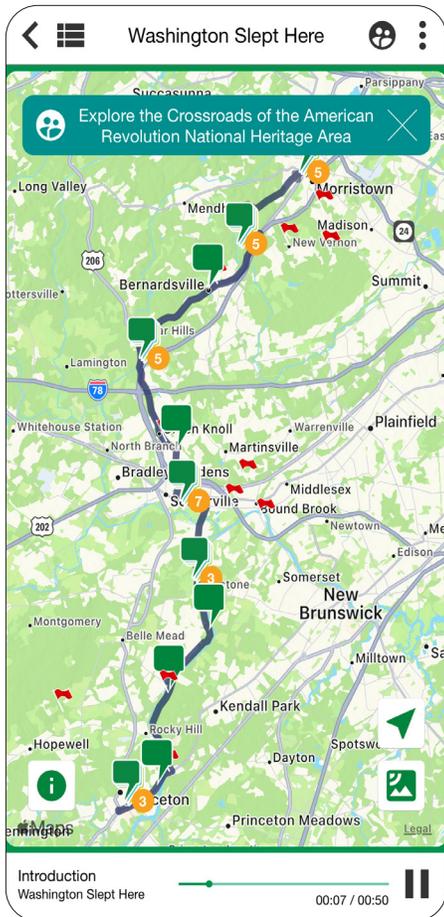
Brigitte Carty, executive director of the Lower Susquehanna Heritage Greenway, says working at this granular level would also help her region’s predominantly small

towns. “For our communities, the first step is getting a better grasp on the specific history of this area. For example, ferries have been a big part of our region’s history, and a unique aspect of the Washington-Rochambeau story that we could tell if we better understood all of the different travel paths and river crossings taken depending on who and what was moving.” Then, Carty said, “we could work with our local partners to develop ways to engage locals and visitors in experiencing that history.”

Engaging more local organizations and small historical sites in telling the story of the Yorktown Campaign presents an opportunity to incentivize and support data collection about trail visitors. Educating local partners about how to collect data, supporting their efforts, and tying funding or promotional support to sharing visitor data could help build a more robust understanding of the trail’s impact over time.

4. Connect to Outdoor Recreation

Outdoor recreation is a growing economic sector, representing more than 1.5 percent of GDP in nearly every state the trail passes through, with plenty of room for expansion. The 2021 Trail Access and Development Assessment identified connecting history with outdoor recreation as a promising route for expanding the trail’s reach and impact. The assessment points out existing regional hiking,



^ Interactive map of the “Washington Slept Here” audio tour, Crossroads of the American Revolution National Heritage Area

biking and water trails and large parks or preserves where historic sites and encampments are located as the most obvious places where Washington-Rochambeau trail interpretation could be coupled with outdoor recreation experiences.

Physical recreational trail development also provides a robust opportunity for funding through a recently expanded Land and Water Conservation Fund (LWCF) program and other sources. W3R-

Promoting travel = economic benefits

1,000
new long weekend
trips along the trail



Support

29 local jobs

\$2.1 million
total economic impact⁹

corridor. Each long-weekend trip (three days), could attract \$1,202 in visitor spending, primarily on lodging, food and beverage, and retail purchases.⁸

Two tactics that can help: 1) Promote itineraries that help travelers envision and plan multi-day trips, including places to stay, local food, recreation, other historical experiences and travel advice around a core of Washington-Rochambeau historical sites and stories; and 2) Develop, promote and coordinate trail-related events. In central New Jersey, for example, a series of local events clustered in late August and early September could easily become a “Rochambeau Week” celebration.

6. Leverage the 250th Anniversary of American Independence

The 250th anniversary of American independence, which will be celebrated in 2026, provides both incentive and opportunity to build cooperation and capacity among the trail’s current and future partners. Many states and communities through which the trail passes are investing in upgrading Revolutionary War sites, developing new programming, and coordinating marketing, representing an opportunity for trail sites and partners. The collaborations, events and capacities fostered leading up to 2026 could be reinforced in 2031, with commemorations of the Yorktown Campaign and the decisive battle of the American Revolution.

US has begun paving the way to access LWCF funds by applying to have the trail included in the State Comprehensive Outdoor Recreation Plans for New Jersey and Connecticut, with other state applications in process.

5. Promote Trail-Related Trips

Among the most direct strategies for expanding the trail’s economic impact is promoting trail-related travel—especially overnight trips—to boost visitor spending in communities within the trail

Report Endnotes

1 The Washington-Rochambeau Revolutionary Route National Historic Trail Community and Economic Value Technical Report details the methods used to arrive at the visitation, visitor spending and economic impact estimates summarized here. See W3R-US.org

2 Tourism Economics. Heritage Tourism in New Jersey: Economic and Fiscal Impacts 2019.

3 *ibid.*

4 Dollar value calculated using the Independent Sector 2022 volunteer hourly rate of \$29.95.

5 Sustainable Development Consulting International. Economic Impact Assessment of the Crooked Road: Virginia's Heritage Music Trail, 2008.

6 National Trust for Historic Preservation. Dinosaur Trail Links Sites in Eastern and Central Montana.

7 Rachel S. Leichty, Ingrid E. Schneider and Brigid Tuck. Lake Country Scenic Byway: Awareness, impact on quality of life and economy. University of Minnesota Tourism Center and Center for Community Vitality, 2010.

8 Washington-Rochambeau Revolutionary Route National Historic Trail Community and Economic Value Technical Report

9 *ibid.*