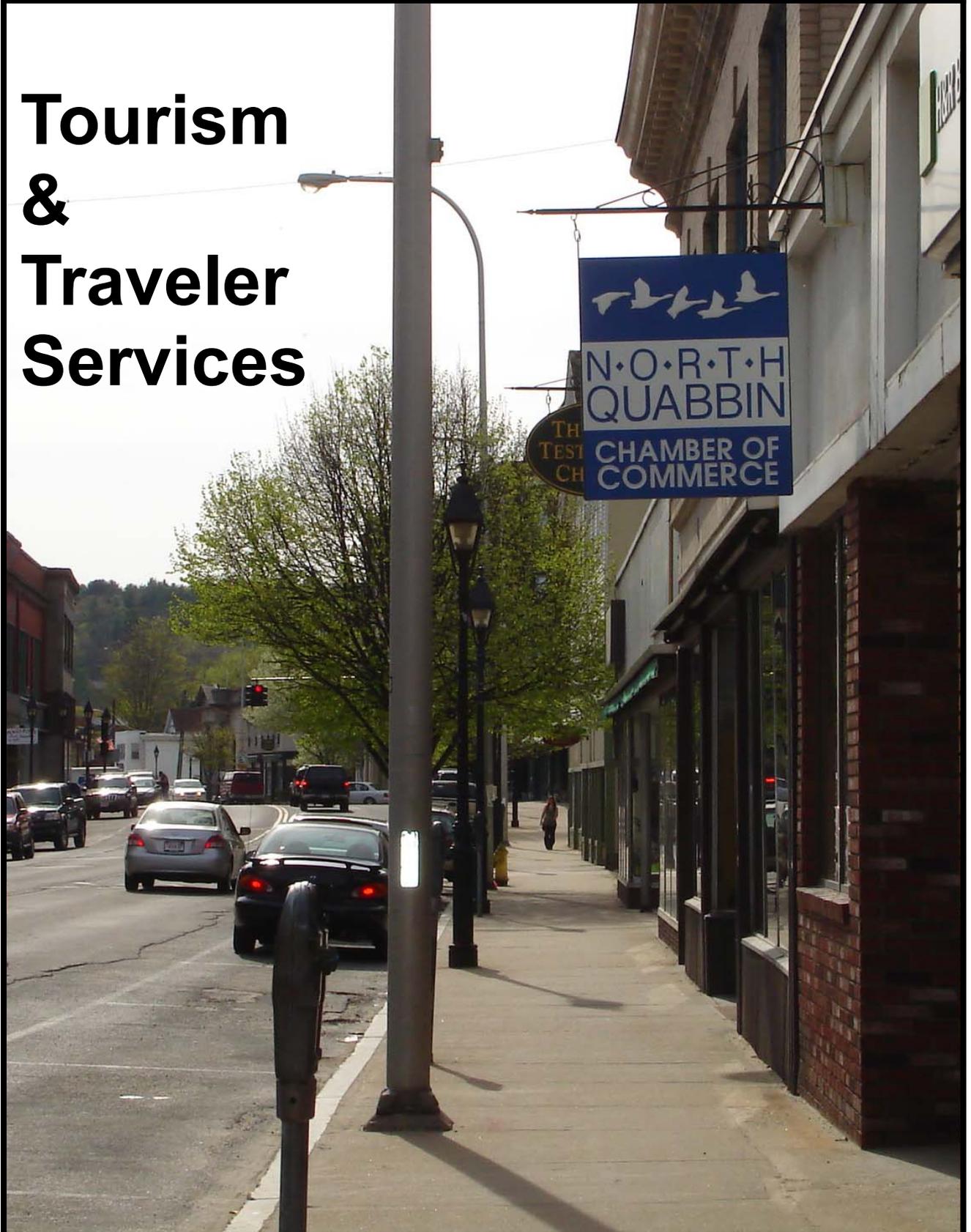


Tourism & Traveler Services



The many scenic, natural, recreational, historic, and cultural resources that are located along the Mohawk Trail Scenic Byway from Athol to Greenfield appeal to a wide range of interests. Byway travelers experience a diverse landscape that includes the classic mill towns of New England, rolling hills, rural farmland, mountains, river valleys, and spectacular vistas. The area is rich in natural resources and the Byway is within close proximity to a variety of outdoor activities. The area's architecture and development patterns are a history lesson from the Industrial Revolution. While the Native Americans and early settlers laid the early foundation for the Mohawk Trail, few artifacts remain from these periods. However, the architecture of the region is a true testament to the central role that the industrial revolution played in the economy of the area. In addition, there are many artisans who currently live and work in the area, and provide opportunities to experience their crafts.

Historically, auto-tourism has played an important role in the Mohawk Trail Scenic Byway. During the strong post World War II period, auto-tourism became very popular in the region. It peaked during the 1940s and 1950s. Today, tourism remains an important part of the local economy along the Mohawk Trail particularly during the fall foliage season.

The goals of this chapter are to: 1) provide information on existing tourism-related services located along the Byway; 2) identify any issues or needs related to tourism services; and 3) propose recommendations or identify potential projects that will provide additional tourism resources.

This chapter contains an inventory of the existing tourism services available to visitors to the eastern section of the Mohawk Trail Scenic Byway, including the locations of visitor centers, information agencies, and

organizations that assist tourists. This chapter also discusses the availability of additional traveler information including publications, brochures, maps, websites and telephone numbers. Finally, a summary of tourist-related attractions within the Byway is provided. These attractions include cultural, historical, natural, scenic, recreational, and commercial resources. Because many of these topics are discussed at length in other chapters of this Corridor Management Plan, they are not discussed in detail here, but references to the appropriate chapter are provided. Topics that are not covered in other chapters of the Corridor Management Plan are detailed in this chapter.

Services Available to the Byway Traveler

Tourist Information Centers

There are three tourist information centers within the Byway study area that provide tourism related information and resources to visitors of the Mohawk Trail East Scenic Byway. These visitor centers provide basic information such as maps and general guides, and also more detailed information such as schedules of events and operating hours of attractions along the Byway. Many of the tourist offices are open during regular business hours from 9 a.m. to 5 p.m. on Monday through Friday.

Franklin County

Chamber of Commerce

395 Main Street in Greenfield. The Franklin Chamber of Commerce provides information for visitors and new residents regarding local cultural and recreational attractions as well as amenities, such as dining and accommodations. 413-773-5463, <http://www.franklincc.org/>.

Upper Pioneer Valley

Visitor Information Center

18 Miner Street near the rotary at Interstate 91, Exit 26 in Greenfield. The Visitor Information Center provides visitors regional information on outdoor activities, attractions, sightseeing, and much more. The Upper Pioneer Valley Visitor Information Center is open every day throughout the year except for

Thanksgiving, Christmas, and New Year's Day holidays from 8:30 a.m. to 5 p.m. 413-773-9393, http://www.massvacation.com/find/detail.php?org_id=3968.

North Quabbin

Chamber of Commerce

507 Main Street in Athol. The Chamber of Commerce works to promote the business community of the nine towns surrounding the Orange/Athol region. It also provides information regarding local attractions, especially outdoor recreational activities. The Chamber has information on four of the towns along the Scenic Byway – Athol, Erving, Orange, and Wendell. 978-249-3849. <http://www.northquabbinchamber.com/>.

Sources of Written Tourist Information and Websites

The following organizations provide tourist information including brochures, publications, and maps upon request. In addition, each of the following maintains a website which contains tourism related information on the Byway area.

Massachusetts Department of Conservation and Recreation

is a state agency which conserves and protects the natural, cultural, and recreational resources of the Commonwealth. Within the byway corridor, DCR manages the state parks and forests in the region, including the Erving and Wendell State Forests. <http://www.mass.gov/dcr/>.

Greenfield Business Association

promotes the economic, environmental, and cultural assets of the

Town of Greenfield. It is located at 395 Main Street in Greenfield. 413-774-2791, <http://www.greenfieldbusiness.org/>.

Massachusetts Office of Travel and Tourism is a state office that promotes tourism in the various regions of the Commonwealth. Its website provides information on local attractions along the Mohawk Trail, as well as attractions in the greater region. <http://www.massvacation.com/westernMass/>

Mohawk Trail Association is an organization that is comprised of travel and tourism related businesses and organizations that are located along the Mohawk Trail and the northwestern area of Massachusetts. The Mohawk Trail Association produces a comprehensive brochure about the Byway, its history, and attractions that is widely available. The Association's website is also an excellent resource and it is linked to several other tourism-related websites. Post Office Box 2031 Charlemont, MA 01339 www.mohawktrail.com.

Mass Traveler (<http://www.masstraveler.com>) is a website sponsored by the University of Massachusetts Regional Traveler Information Center (RTIC), the local Chambers of Commerce, visitor bureaus and organizations, as well as state tourism offices. The website provides travel and traffic information for Franklin, Hampshire, Hamden and Berkshire Counties.

North Quabbin Woods is a project of the New England Forestry Foundation which is an organiza-

tion that is dedicated to providing for the conservation and ecologically sound management of privately owned forestlands in New England, throughout the Americas and beyond. It is located at 1 East Main Street, Downtown Orange, MA. The North Quabbin Woods website offers a large amount of information regarding area attractions, activities, lodging, and dining. <http://www.northquabbinwoods.org/>.

Mohawk Trail Scenic Byway Towns' Websites also are a great, direct source of information about tourist locations and events. They are:

- Athol, <http://athol-ma.gov/>
- Orange,* <http://www.townoforange.org/>
- Erving, <http://www.erving-ma.org/>
- Wendell, <http://www.wendellmass.us/>
- Montague, <http://www.montague.net/>
- Gill,* <http://www.gillmass.org/>
- Greenfield, <http://www.townofgreenfield.org/>¹

Lodging Inventory

There are approximately sixteen lodging establishments along the Mohawk Trail East Scenic Byway, the majority of which are located in Greenfield. Eight of the sixteen are located within the one-half mile Byway study area. Those outside of the Byway study area are located within close proximity to it. The establishments vary by type ranging from hotels, motels, bed and breakfasts, to campgrounds. Approximately half of the

* Orange and Gill are recipients of the "E Government" award for their websites

establishments are bed and breakfasts. According to an informal inventory completed in June 2008 via www.maps.google.com there are one bed and breakfast and one campground in Athol; one hotel in Orange; one motel and one campground in Erving; one campground in Gill; and three hotels/motels and five bed and breakfasts in Greenfield. The towns of Montague and Wendell have no lodging.

According to interviews with the staff of the Upper Pioneer Valley Visitor Center, the Franklin County Chamber of Commerce and the North Quabbin Chamber of Commerce, the quantity and type of lodging along the Byway seems to be sufficient to meet the needs of the Byway visitors. However, there was some input received at the public meeting that there is a lack of lodging available outside of Greenfield. The Upper Pioneer Valley Visitors Center maintains lists of available lodgings and vacancies during the summer for visitors. The campgrounds along the Byway also seem to be sufficient to meet the demands. The campgrounds are generally full during the weekends and have openings during the weekdays. The summer and autumn weekends are the busiest times of the year for visitors wishing to stay overnight in the area.

Restaurant Inventory

There are a wide range of places to eat along the Mohawk Trail East Scenic Byway including fast food, family sit-down style, pubs, and cafes. According to an informal inventory completed as part of this study via www.maps.google.com in June 2008, there were fifteen restaurants in Athol. There are

eight restaurants in Orange, five in Erving, and three in Gill. There are seven restaurants in the Village of Turners Falls in the town of Montague, just across the Connecticut River from the Mohawk Trail. Greenfield has the highest number of restaurants with approximately thirty-three. Almost all of these restaurants are located directly on the Mohawk Trail. A few, such as those in Turners Falls, are located a short drive from the Byway. The majority of the eating establishments are family sit-down style, but the area also has fast food, take-out, pubs, and fine dining, which cater to the diverse needs and interests of the Byway traveler.

Restroom Facilities

Public restroom facilities are sparsely located along the Mohawk Trail East Byway. There are publicly-available restrooms located at the Upper Pioneer Valley Visitor's Center in Greenfield, which is open Monday through Sunday from 8:30 a.m. to 5 p.m. Greenfield also has public bathroom facilities located in the Town Hall during business hours. There are public restrooms available at the Great Falls Discovery Center in Turners Falls when the Center is open, which varies during the different seasons. In the summer, it is open from 10 a.m. to 4 p.m. This lack of restroom facilities is an issue that may need to be addressed to make traveling along the Byway easier for visitors.

Tourism Related Statistics

Tourism is an important sector of the economy for the

Commonwealth of Massachusetts. In fact, according to the Massachusetts Office of Travel and Tourism (MOTT), \$14.2 billion was spent in 2006 by visitors to the Commonwealth, which made tourism the third largest industry in Massachusetts. In 2006, 22.7 million people visited Massachusetts, of which 1.7 million were from overseas. For 43.6% of the travelers, visiting friends and relatives was the primary purpose of their trip. Other motivations for visiting Massachusetts include: personal reasons (13%), entertainment/sightseeing (14%), and outdoor recreation (7%).

The success of Massachusetts as a tourist destination is closely intertwined with the tourism industry of the area, and also the Mohawk Trail East Scenic Byway. As an example, in 2006, \$46.4 million was spent by visitors to Franklin County, through which most of the Byway runs. This resulted in \$1.5 million in local tax receipts. These expenditures have increased from 2001 by \$9 million – demonstrating that Franklin County and the larger Mohawk Trail region is growing stronger as a tourist destination. While these statistics are for the entire Franklin County and do not separate out the individual financial contribution of the Byway or that of Athol located in Worcester County, the figures provide a good illustration of how important tourism is to the local economy of the region.

According to counts conducted at the Upper Pioneer Valley Visitors Center in Greenfield, located on Miner Street near the rotary at Interstate 91, Route 2 and Route 2A in Greenfield, there were

94,000 visitors to the center in 2007. Visitors come from all fifty states, all of the Canadian provinces, and 48 foreign countries. Approximately 40% of the visitors who stopped at the center were looking for information on local attractions or activities. Interviews with staff at the visitor centers and chambers of commerce supported these statistics. While visitors came to the region from a wide variety of places, the majority of them hail from the surrounding New England and Middle Atlantic states. Europeans and Canadians, particularly from Quebec, were the most frequent of international visitors during the summer months.

According to the Massachusetts Office of Travel and Tourism (MOTT), a majority of the visitors (77%) travel by automobile which includes car, camper/RV, and motor coaches. This statistic is important to the success of the Mohawk Trail East Scenic Byway as it is dependent on automobile-oriented tourism. The rising price of gasoline is a trend that should be monitored. As gas prices rise and consumers cut back on their driving to reduce costs, strategies to continue to draw people to the Mohawk Trail should be put in place to combat this potentially negative trend. This will help keep the tourism industry along the Byway viable in the long run.

Attractions and Assets along the Byway

The Mohawk Trail East Scenic Byway offers diverse attractions that appeal to a wide range of visitors. They vary from cultural and historical attractions, to commer-

cial and recreational opportunities, to natural and scenic resources. These wealth of opportunities are detailed at length in other chapters of this report. The following paragraphs provide brief summaries of those attractions.

Scenic and Natural Attractions

There are many beautiful scenic and natural attractions along the Byway. *The National Geographic Traveler* selected the Mohawk Trail as one of its fifty most scenic routes in the country.¹ The scenic resources along the Byway are discussed in the Scenic Resources Chapter of this Corridor Management Plan. The attractions located along the Byway that are considered natural resources are documented and detailed in the Natural Resources Chapter of the plan.

Outdoor Recreational Facilities

The outdoors offer many recreational opportunities for travelers along the Mohawk Trail East Scenic Byway. The wide variety of recreational opportunities is a significant reason why people visit the region. The outdoor recreational facilities are numerous, diverse, and provide varying activities year round. The recreational activities that are located along and near the Byway include hiking, camping, biking, mountain biking, cross-country skiing, kayaking and canoeing, motor boating, hunting, and fishing, horseback riding, snowmobiling, and skydiving. An extensive listing of recreational activities and resources in and near the Byway study areas is included

1. "The Mohawk Trail Region", 2008-2009 Official Visitors' Guide.

in the Recreational Resources Chapter of this plan.

There are two State parks, the Erving State Forest and the Wendell State Forest, that offer a variety of outdoor recreational opportunities near the Byway (both of these are located a short distance outside the half-mile study area corridor). In addition, there are many recreational and conservation areas that allow various types of activities. There are also a number of campgrounds in the Scenic Byway region. These facilities provide overnight accommodations as well as a base from which to investigate the other resources of the area. The summer and fall seasons are busy at the campgrounds and are often booked, particularly on weekends. Campsite reservations are recommended during peak times. However, campsites are often available during the off-season and weekdays. Additional information on the Recreation Resources within and near the Byway study area is included in the Recreational Resources Chapter of the Byway Corridor Management Plan.

Historic Resources and Museums

The Byway area is steeped in history, although the most visible evidence is that of the Industrial Revolution and the water-powered mills that still exist along the Byway. Many of the water-powered mills along the Millers, Connecticut, and Green Rivers still exist and have either been preserved or adapted to other uses. The Great Falls Discovery Center in Turners Falls is a good example of a restored mill which the public can view today. These mill towns once produced a wide variety of

products in the late 1800s and early 1900s including furniture, tools, shoes, sewing machines, and tapioca.

Most of the towns along the Mohawk Trail have active historic organizations that maintain collections of historic resources that are valuable to the area's history. Many of these showcase the history associated with the booming industry of the mill towns of the late 1800s and early 1900s. Many of these organizations maintain museums that are staffed on a volunteer basis and as a result have limited hours. In some cases, a lack of visitation and consequently revenue can lead to the degradation of resources through a lack of financial support and funds for maintenance. The hours and schedules described in the section below and the following sections may vary from year to year.

Athol Historical Society is housed in the old town hall located at the corner of Main and Liberty Streets. Its museum features military items, clothing, furniture, photographs, books, and many other items of local history. The former town hall is a 175 year-old building that has been recently restored. It is open every Sunday in July and August from 1 p.m. to 3 p.m.

Orange Historical Society is located in downtown Orange in a Victorian-era house which is furnished and decorated from that time period. The house contains fifteen rooms of artifacts including special children's rooms and a military room. The neighboring barn contains a 1904 Grout Steam Automobile, which was manufactured in Orange, highlighting the

fact that Orange was the site of Grout Steam Automobile, which was the first automobile factory in the United States. The barn also showcases an 1864 fire pumper and other industrial equipment. The historical society is open seasonally on Sundays and Wednesdays from 2 p.m. to 4 p.m. It is located at 41 North Main Street in Orange.

Engine House Museum is the former Erving Fire Station. This museum highlights Erving as a major industrial town and contains a large collection of photographs and scrapbooks and a kitchen, living room, and parlor decorated from the 1890-1900s period.²

The Gill Historical Commission Museum is located in the former Riverside School directly on the Byway. The museum includes pieces of history throughout Gill's past including Robert Dart Wert Textile Studio prints, family files, photos, ice cutting implements, farm implements, and old newspapers. It is open to the public on Thursdays from 4 p.m. to 7 p.m. during the fall and spring seasons and is open in the summer by appointment only.

Old Greenfield Village is a historic museum of Americana featuring twenty-one cultural, commercial, and craft-type settings. The museum brings visitors back to the past to the turn-of-the-century in a small New England town. It is located a half-mile from the rotary of Interstate 91 and Route 2A. It is open May 15th through October 15th on Saturdays and holidays from 10 a.m. to 4 p.m. It is also

2. "An Illustrated, Annotated Guide to Local History Museums," Summer Valley Guide 2008, *The Recorder*. Pg. 24-26.



Museum of Our Industrial Heritage in Historic Newell Snow's Mill (source: Museum of Industrial Heritage).

open to the public on Sundays from noon to 4 p.m.

found at <http://www.preservationgreenfieldma.org/>.

Museum of Our Industrial Heritage is located at 2 Mead Street in Greenfield. Its mission is to highlight and preserve the rich industrial history of Franklin County. The museum showcases artifacts from the area's factories and mills which produced a wide variety of products. The museum is housed in the historic Newell Snow Factory. It is currently open by appointment. Contact Al Shane at 413-548-9435 or via e-mail at industrialheritage@hotmail.com. The website for the museum contains a virtual tour of some of its exhibits at <http://www.industrialhistory.org/>.

Greenfield Historical Society Museum is located on 43 Church Street in Greenfield. More information about this can be

Commercial Activities and Attractions

Many tourists visit the area to shop for unique products or the artwork of local artisans. There are unique locally-made gift stores, artist galleries, and antique stores along the entire Byway from Athol to Greenfield. Turners Falls in the Town of Montague is a blossoming arts and cultural district containing a concentration of art galleries. The Towns of Athol, Orange, and Greenfield, also provide travelers with shopping districts that have both unique local stores and more "everyday" stores such as pharmacies, grocery stores, and convenience stores. The North Quabbin Woods located in downtown Orange showcases



products made from local artisans using local forest resources. It is also a good source for tourist information about the region for a wide range of activities. In addition, the Upper Pioneer Valley Visitor's Center sells locally crafted items.

Cultural Resources along the Byway

Athol

Millers River Environmental Center provides visitors with an introduction to the local wildlife and conservation programs of the region. It contains displays of birds, mammals, rocks and minerals to help educate the visitor on local flora, fauna, geology, and geography. It is open to visitors on Tuesdays and Wednesdays from 10 a.m. to 2 p.m. The center also contains a Nature Store. Rental space is available for meetings and organizations to use.

Orange

The Peace Statue at Memorial Park is located in the Orange Memorial Park on South Main Street and is dedicated to the veterans of World War I. It is a nationally known statue depicting a veteran soldier from World War I explaining to a child the futility of war. A plaque at the base of the statue reads "It Shall Not Be Again." It was sculpted by Joseph Pollia of New York and was unveiled in 1934.

Orange Airport has an annual engine show and "fly-in" event. The Town of Orange is also known as "Jumptown". Instruction for experienced and novice skydivers are available.

Erving

French King Bridge is a beautiful steel-arched bridge that carries the Mohawk Trail Scenic Byway (Route 2) over the Connecticut River. It was constructed in 1932 by the same firm that built the George Washington and Golden



French King Bridge from the Connecticut River.

Gate Bridges and has won awards for its scenic beauty. The Transportation Resources chapter contains more information on this structure.

Wendell

Wendell Full Moon Coffeehouse is a non-profit, volunteer-run, rural coffeehouse/performance space that takes place monthly at the Wendell Town Hall. The proceeds of the coffee house benefit local organizations. The coffee house takes place monthly presenting an open microphone and featured performer(s) on the Saturday that is nearest to the date of the full moon from September through June. The Wendell Full Moon coffeehouse offers an opportunity for intergenerational co-mingling, fun for a good cause, dessert, and an affordable community venue with a warm and appreciative audience.

Montague

Shea Theater is a restored vaudeville theater that offers music and theater events throughout the year. It functions as the area's arts civic center and is located at 71 Avenue A in Turners Falls.

Colle Opera House is a recently restored opera house built in 1874 and was once able to seat one thousand people. It now houses the

Hallmark Museum of Contemporary Photography,

which is a museum that features contemporary photographic art by regional, national, and international photographers as well as lesser well-known photographers. The museum has four to eight changing exhibits throughout the year and also offers public lectures and seminars. It is located at 85 Avenue A in Turners Falls.

Great Falls Discovery Center

located in Turners Falls is an educational visitor center with a four acre park bordering the power canal and Connecticut River. The visitor's center is housed in restored mill buildings and contains open habitat exhibits, fish tanks, dinosaur fossils, and a multipurpose program room. The park, with butterfly gardens and native plantings, also connects to the newly constructed Canalside Trail – a biking/hiking trail that was once a railway. The Discovery Center's goal is to educate the

visitor about the Connecticut River watershed's natural, cultural, and industrial history through its exhibits and also through programs and activities. It is located at 2 Avenue A and is open daily during the summer from 10 a.m. to 4 p.m. and on Fridays and Saturdays from 10 p.m. to 4 p.m. during the rest of the year.

Greenfield

Artspace Community Arts Center is located near Energy Park on Mill Street. The Artspace's mission since its inception in 1973 has been to enhance the cultural life of the county. It is known for exhibits in its Art Space Gallery, arts-in-education programs, and detail-rich resource and information base for artists, residents, and visitors to the region. Rental space is available for organizations for meetings and classes.

Covered Bridge, on Eunice Williams Drive, is a 95-foot structure spanning the Green River in an area called the "Pumping Station." The bridge was built in 1972 to replace a one hundred year-old covered bridge that was burned by vandals. The area is a popular spot for fishing. The bridge is accessible from the east by Leyden Road and from the west by Green River Road.

Greenfield Energy Park is located in downtown Greenfield at the former train station. The park contains exhibits about the impact the railroad had on the town, including a restored 1944 New Haven Caboose. The pavilion in the park recalls the original railroad depot. The park also features public art and gardens that

center on the theme of sustainability. Events held at the Energy Park throughout the year that vary from music series and concerts, to yoga classes, Santa's workshops, and much more.

Poets Seat Tower Park, a 1912 sandstone lookout tower located off of High Street, was named after a long tradition of poets being drawn to the spot. Poets have long been inspired by the beautiful views throughout the Pioneer Valley from this vantage point. Francis Goddard Tuckerman, a Greenfield poet of some repute – and colleague of Thoreau – composed several poems at this site.

Pioneer Valley Symphony and Chorus was founded in 1939 and is among the oldest community symphony orchestras in the nation. In addition to presenting symphonic and choral music, the PVS provides local musicians, both choral and orchestral, the opportunity to play under



Poet's Seat Tower Highland Park in Greenfield

professional direction. Concerts are presented at Greenfield High School.

Annual Events and Festivals along the Byway

Athol

Athol Fall Festival, a sidewalk celebration, is held annually during September in downtown Athol. It features shops, craft, food, music, and souvenirs. Contact the North Quabbin Chamber of Commerce for additional information.

Athol/Orange

River Rat Race and Parade is an annual tradition that takes place on the Millers River in April in the Towns of Athol and Orange. The River Rat Race is a five-mile canoe race down a fast-moving, sometimes icy cold stretch of the Millers River from Athol to Orange. It has been described by some as "the world's zaniest canoe race." The annual race is organized

by both the Athol and Orange Lions Clubs and includes a River Rat Promenade parade followed by the race. While the race is fun for the hundreds of entrants and thousands of spectators; it is also a very serious race on the national canoe race circuit.

Orange

Celebrate the Harvest Festival is a town festival organized by the Orange Business Association every year in October. It includes a parade, flea and craft market, classic car show, and food stands. The festival is usually held at Butterfield Park in Orange on 83 East River Street.

Garlic and Arts Festival is a town festival held every year in the autumn in Orange. The festival is a weekend-long event, whose mission is to promote local agricultural, artists, and culture. The yearly event attracts over 10,000 people and has music, booths, games, and activities for all ages. It is usually held at the Forster's Farm at 60 Chestnut Hill Road in Orange.



The River Rat Race (source: North Quabbin Woods).

Starry Starry Night is an annual town festival held on New Year's Eve in downtown Orange. It consists of many performers including, comedians, magicians, and musicians. The night is capped off by a parade featuring giant puppets and more music traveling from town hall to Memorial park for a large fireworks display.

Wendell

Old Home Day is an annual event held in August to celebrate the town and its history. It is a lively, well attended annual event with food, crafts, entertainment and fun.

Gill

Gill Fall Festival and Craft Fair is held annually during the autumn and features fine crafts, demonstrations, food concessions, and youth activities. The festival is held at the old Riverside School on Route 2.

Montague

Crabapple Blossom Festival is a month-long festival in Turners Falls held every year during the spring throughout downtown. It features art events, walking tours, performances, runs and bike rides, and more.

Greenfield

Green River Festival is the Pioneer Valley's biggest outdoor event. It is a weekend-long event in July and takes place at the Greenfield Community College. The festival features music with two stages, crafts, food, dancing, kid's activities, and hot air balloon rides. The festival averages approximately 50 hot air balloons a year.

ISSUES AND RECOMMENDATIONS

Issues

- Many tourist-oriented businesses display tourist brochures, but there is no focused effort to provide consistent, Byway-wide information to travelers outside the Visitor's Center and Franklin County Chamber of Commerce in Greenfield.
- Many of the cultural/historic organizations that lend unique flavor to the Byway have limited resources that allow them to be available to the public. Many of the local historic organizations have very limited hours of operation. It is important to work to ensure that these facilities/organizations are available to both residents of the area and visitors to the Byway.
- The number of public restroom facilities along the Byway is very limited and may not be sufficient for travelers. The town centers of Athol, Orange, and Greenfield should have restrooms for visitors. Currently, there are only public restroom facilities in Greenfield at the Upper Pioneer Valley Visitors Center and in Turners Falls at the Great Falls Discovery Center.
- There is a lack of signage directing visitors to the many natural, cultural, historic and recreational resources on and near the Byway.

Recommendations

- Work with existing tourism organizations, including, but not limited to the Mohawk Trail Association, the Franklin County Chambers of Commerce, and the North Quabbin Chamber of Commerce, Upper Pioneer Valley Visitors Center, towns, and other organizations to participate in the coordinated project to develop a marketing plan for all of the Scenic Byways in Western Massachusetts.
- Protect the scenic, natural, recreational, historic, and cultural resources of the area to ensure that it remains a special place to visit.
- Develop a mobile Mohawk Trail Scenic Byway display that can be brought to county fairs (such as the Franklin County Fair and the Eastern States Exposition) and other tourism-related conferences (such as the Massachusetts Office of Travel and Tourism's annual conference).
- Educate tourism promotion organizations and tourist-related businesses about the existence of the Mohawk Trail Scenic Byway.
- Develop an on-going training program to educate local service sector employees and area businesses about the Byway.
- Educate the local public about the heritage of the Byway.
- Design a unique logo for use in the Mohawk Trail Scenic Byway related publications, signage, and media in order to create a consistent and easily recognizable theme for all promotional material and that also complements the promotional materials and logos developed for the other Byways in Western Massachusetts.
- Establish a system of signs to guide travelers and also links to the greater Western Massachusetts byway network.
- Develop and publish a comprehensive guide and map to Mohawk Trail East Scenic Byway tourist sites.
- Promote the Millers River, Barton Cove, and the Connecticut River as water recreational resources. Establish and market ideas such as the "Millers River Blueway," which can draw canoe and kayak enthusiasts to the area. This promotion can be coupled with local events tied to the water, such as the River Rat Race. The Northfield Mountain Environmental and Recreation Center also provides a number of water-based activities that can be highlighted. These include riverboat cruises, multi-day kayaking and canoeing expeditions, and boat rentals.
- Identify potential locations and seek funding to construct additional public restroom facilities at convenient locations along the Byway.
- Develop a guide to the industrial era architecture of the Byway, such as the "Mills of the Eastern Mohawk Trail." This guide or an alternative one can also include the history of the area specifically pertaining to the industrial revolution era and how it evolved in the towns along the Byway and highlight the variety of goods produced.