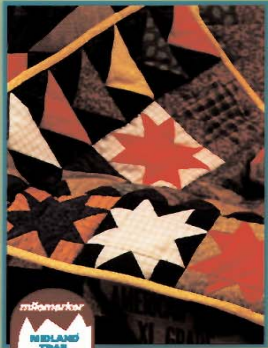
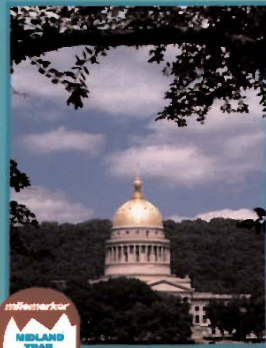


Midland Trail

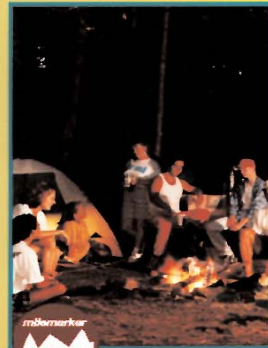
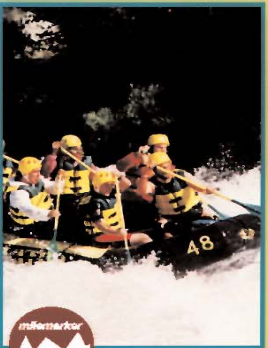
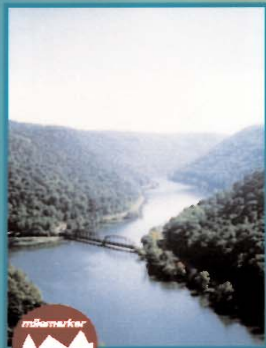
West Virginia US Route 60

We Have It All!

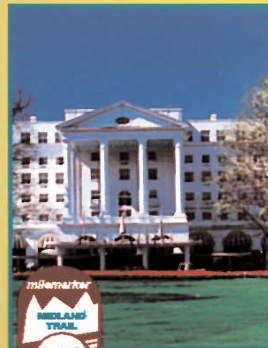
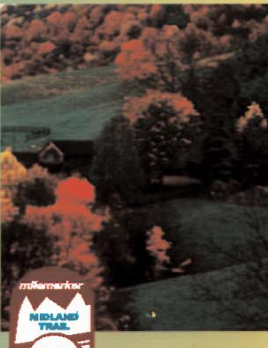
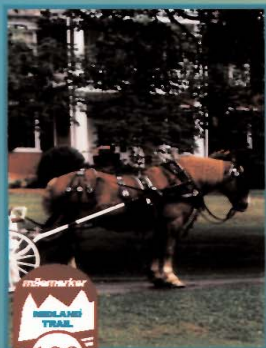
FREE



A Journey Across the Mountains



...Along the Rivers...



*...Between
West Virginia's Capitol and The Greenbrier*

*M
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When you
“have it all”,
as the
Midland Trail
does,
the
challenge
of
presenting
yourself is
great.

Marketing Strategies

Packaging this mix of attractions and attributes can be confusing. The Midland Trail has one of America's greatest resorts, the Greenbrier Hotel, and others are in the development process. It's gifted with unparalleled whitewater rafting, skiing, fishing, rock-climbing and bicycling. It has a strong mix of arts and crafts, long-standing and deeply-rooted industrial heritage, Civil War sites, and natural scenic beauty. Whether visitors start or finish at the State Capitol Building or the Greenbrier Hotel, “grand” is the only word to describe the journey. In a league with the Blue Ridge Parkway, the Natchez Trace, and the Pacific Coast Highway. **Midland Trail-You Have It All!**

Principles of collaboration and synergism as a 119-mile “community” form the starting-point in developing the “We Have It All” marketing concept for the Trail.

A successful marketing program must connect the various thematic concepts which link the Trail together for its travelers. Marketing efforts must simplify what might be a complicated process, making it at once compelling and interesting to the general public.

As a product, the Trail is complex in nature. Route 60 brings together a diverse group of organizations and interests; it contains tourist draws from the absolutely luxurious to the absolutely kitschy. Its players are giant corporations and “mom and pop” businesses. We involve National and State Parks as well as independent camp grounds. Complicating matters from a marketing standpoint is the long linear geographic distance which the Trail spans. Because the Trail covers at least three regions, marketing

must address the varying lifestyles, attitudes, and interests of people from county to county. While increasing tourism and economic development is a general goal of the CMP, not every attraction wants or is capable of accommodating crowds of visitors.

Together with this marketing plan, the Management Plan focuses upon staffing needs to meet marketing goals. In a perfect world the Trail would have a full-time marketing person working cooperatively with the Trail's Manager and Interpretive Planner to reach goals established by this CMP.

The “We Have it All” marketing campaign must seek resources through tourism, economic development, historic preservation and recreation in a holistic marketing approach. The following are examples of types of goals for the development of marketing strategies:

GOALS

1. We must show the links between the Trail and the specific sites, places, people and stories which compose the Trail's distinct regions and interpretive areas.
2. We will establish a clear identity for the Trail through consistent use of the mile-marker system as well as through graphic design and effective placement of the Midland Trail name.
3. In expanding west to the Kentucky border, we will remain consistent with signage and markers.
4. We will present the Midland Trail Scenic Highway Association as a strong advocate for the Trail's historic, natural, scenic, and recreational qualities. Advocacy will address preservation, sensitive development, effective management, and meaningful interpretation. Through advocacy,

We Have It All



In October 1998, a diverse representative group inaugurated the Midland Trail's **We Have It All** campaign on the steps of the state Capitol at Charleston before traveling the Trail in convertibles across the Trail. Promotions of the Destination Guide included living history characters and a dedication of a new tourist's park.

we hope to earn a leadership position for the Association in the region.

5. We will create an awareness concerning the Trail and its assets and encourage exploration of its attractions by local, regional, national and international visitors.

6. We will build partnerships at all levels to allow for expanded market opportunities through collaboration on advertising and promotional themes.

7. We will be innovative in involving partners in mutually beneficial programs.

8. We will provide quality visitor services and information through a network of visitor centers which partner in interpreting the Midland Trail story.

First, we will outline and describe strategies and methods by which the Association will market and publicize the Trail.

We will look at how to target certain segments of the traveling population which require differing approaches in marketing and interpretive strategy:

- * Women
- * African-Americans
- * The Elderly
- * “Baby Boomers”
- * Foreign Visitors

Finally, we will outline and describe the ways in which the Association intends to interpret and market its intrinsic qualities.

Market Development Strategy

Effective marketing campaigns are directed and targeted to a specific audience. The Trail's marketing plan will occur in phases, beginning locally and building regionally, then globally. While the Trail's audience will ultimately be global, marketing must begin with local development, which provides an opportunity to involve and educate at the community level; starting at the local level is an essential element if the tourist industry on the Trail is to flourish and take on a culture of hospitality and appeal, since individuals and organizations will begin to see ways in which they may become involved.

TRAIL BLAZERS: Phase I (1999-2001)

This market represents people who live on the Trail itself. It would include organizations, local businesses, community leaders and interested residents of all ages.

This market is particularly important because it focuses on the individuals and organizations which will meet face-to-face with future travelers. It is vital that this population understand the Trail's marketing plans and be helpful in achieving goals of the Corridor Management Plan. By creating this awareness and partnership in promoting the Trail, the Association can achieve a momentum which is necessary for moving forward with the Plan and with marketing.

Phase I is off and running! As the Association garnered local support for the Midland Trail Destination Guide, this Phase got in full swing!

Another aspect of this first phase involves a winning back of local travelers. Nearly 50% of the western end of the Trail's tourist traffic comes from day trippers from the Charleston-Huntington-Parkersburg area. The speed and conveniences of I-64 East & I-77 South toward Beckley and Route 19 have lured away many of these travelers from the scenic back road of Trail. Through reinvention of image, we can bring back these family or retiree visitors, with their house guests, to the Trail.

While local traffic is the primary target in Phase I, national and international magazine features are already appearing, setting the stage for Phase II.

TRAIL EXPLORERS Phase II (1999-2003)

These individuals are not only from the community and region, but within 300 miles or six hours' driving time of a Trail gateway.

The population of this market exceeds 30 million people and is extremely diverse, playing well with the Trail's "*We Have It All*" theme. This population may also include individuals from outside the Trail area who are visiting for whitewater rafting, conventions, golf, skiing, or business purposes who can be lured to explore the Trail for a day or two. It will also be tourists responding to the Promotional Scenic Byways Program of the U.S. Department of Transportation as a National Scenic Byway or All-American Road.

Through the cultivation of Trail Explorers, we can increase significantly Trail-travel to areas where there is only local traffic at this time. The industrial heritage themes of the western end of the Trail would appeal to mature travelers with backgrounds in engineering, coal, chemicals, oil, gas, timber, glass, or river transportation. Civil War buffs and art and antique enthusiasts will find small attractions rich in detail. Increased tourism resulting from regional marketing and coordination with existing tourism in the area will expand the market, spilling over into communities where very limited tourism exists today.

The "Trail Tales" section of this Plan represents in concrete form part of the Association's marketing strategy for this Phase, as they market "stories" and themes.

TRAIL PIONEERS Phase III (2005-10)

By 2010, automobile travel will be somewhat different from what it is today. Cars will have computers with modems ("palm pilots"); "pilots" will have the ability to access information if it is available. Drivers will be even older than they are today. Very strong graphics and large directional signs will be important. Accessibility will be more of an issue than it is today for buses and automobiles; as such, design considerations will play a significant part in projects in the next five years.

This tourist market of vacationers, convention attendees, and recreation enthusiasts includes people from around the country and the globe. Even there are visitors from Japan, Canada, Germany, or as far away as New Zealand or Australia who visit the Trail area. Recent studies have shown that a growing number of travelers are visiting historic sites, buildings, and districts. Furthermore, statistics show that these visitors, with interests in history, stay an average of a half-day longer and spend an average of \$70 more than travelers who do not visit historic sites.

The Trail will ultimately want to capture tourists by working in partnership with tourist bureaus. However, as a follow-up to this Plan, the Trail will want to examine its longer-term ability to accommodate a large influx of people and then living up to their expectations. Having a large amount of guests can present as big a problem as not having enough tourists if we cannot or will not meet their expectations. In order for tourism marketing to succeed, the attractions and sites must be prepared and equipped to meet visitor needs. Accommodation means signage, parking restrooms, marketing materials, and creating a good first impression. There are a number of sites along the Trail where one bus at a time could reach or exceed capacity, leaving other visitors who cannot park at these sites unhappy with their visitor experience: Craik-Patton House, Booker Washington Cabin, Old Stone House, Virginia's Chapel, and Contentment.

The rich cultural assets of the Trail should be developed carefully and in cooperation with community volunteers who are their protectors. Synergy begins at the earliest stages with the Association's forming good working relations

with those individuals who protect and volunteer at these sites. Their involvement in the planning and marketing of the Trail are indispensable to creating a successful marketing plan. For this reason, we will target the first phase of marketing toward the Trail Blazer group. Blazers will promote and foster one-on-one the character and personality of the Trail. Special awards and community recognitions will enhance the appreciation for these individuals, whose services are priceless.

Capital investment projects will drive marketing to both the Trail Explorers and Trail Pioneers. This will result in the phasing in of various activities as we develop resources, partnerships, and materials and tools.

While some communities such as Lewisburg and White Sulphur Springs are further along in their development and their readiness for tourism, there will be overlapping as image-building activities and themes move people from region to region along the Trail. Golf and relaxation may start people on the Trail, and Civil War history or crafts may pull them into another community or region; industrial history can turn into a two-day whitewater trip or backpacking.

As a marketing campaign, "*We Have It All*" can begin as an image-builder focused toward local residents and cross over into other audiences. Ongoing marketing efforts should reach other markets at different times and levels, which the Association should maintain for at least 5 years.

Markets
for the
Midland Trail
are three
ever-widening
circles of
"target
categories",
each with
its own
time-frame
for directed
marketing

Creating An Image & Identity

Image Building

Fragmentation of the Midland Trail by geographic, social, and economic differences is one of the greatest challenges which the Association faces in its plan to work and think as a unified body. From the start, marketing activities should work to develop an image of the Trail that creates an awareness and an interest among local people. Being consistent with the logo, theme, and signage are the first important steps. Consistency will lay the groundwork for future activities and build a solid, united image.

Logo: *Midland Trail*

Theme: *We Have It All*

Signage: Mile posts along byway coordinate with mileposts in

Color: Rich Heritage Brown
(Pantone 1805cv)



Building On the Trail's Identity

The Midland Trail organization is known to varying degrees in communities along the Trail. Our campaign began with integrated image-building both within the communities which it serves and the region itself. Together with membership development, creation of a positive and vital image has renewed interest in the Trail.

The primary objective for this stage of marketing is to create a familiarity with Trail communities from within and from outside the region. This phase involves both re-educating those who regularly use the Trail and tying together community-based priorities such as the four-lane development between Charleston and Montgomery or Gauley Bridge.

The Midland Trail "*We Have It All*" campaign has captured the imagination and support of membership, creating the sense of a 119-mile linear community, and has generated activities such as the following:

--Booker T. Washington Cabin/"Fresh Start" Salt Village at Malden: Trailwide African-American Theme

--Midland Trail Visitor Center at Malden and signage on I-64/77

--Louise McNeill Festival at Malden

--Industrial Heritage Conference at WVU Institute of Technology in Montgomery, March 1998 (included a bus tour of Trail industry)

--Audio and video tapes in foreign languages

--Caravan Day across the Trail (October 14, 1998) that promoted the Destination Guide.

--Carriage rides in Lewisburg

--Annual October Street Luge in Ansted (event draws lugers from around the world).

BUILDING ON THE IDENTITY

Strategies

1. Consistent and continuous use of the Midland Trail logo and theme. Directional and informational signage must be easy to read and must be able to point the guest's way to any spot he desires to visit.
2. Maintenance and additions to WV DOT mile-markers and use in conjunction with a proposed Visitor's Guidebook; however, signage must be distinguishable from DOT markers.
3. Develop local partnerships with businesses and community leaders.
4. Create a marketing-based orientation by including local citizens, building from a grass-roots level, from the campaign's inception.
5. Strengthened area Midland Trail Visitor Centers, with brochures, maps, audio tapes, and hospitality training.
6. Improvement of community-based orientation through Corridor Management Plan efforts, magazine features, schools, civic groups' speakers' tours, and open houses.
7. Develop a Trail newsletter and activate community-based spokespeople.
8. Reissue a Memorandum of Understanding which reconfirms and creates new partnerships between Trail citizens' groups.
9. Build on industrial identity which the Association introduced through Spring 1998 Industrial Heritage Seminar.
10. Continue the Association's partnership with WV Preservation Alliance community development project.
11. Spearhead *Bike Trek Across Trail 2000* which links the Virginia and West Virginia segments of the Midland Trail.
12. Promote the Trail as a multi-faceted heritage region. Fairs and festivals which feature traditional arts and crafts; re-enactments of historical Trail events, especially Civil War battles; and living history portrayals all enrich the traveler's visit to any corridor as rich in sensations as the Trail. Promotion should include the numerous histories and cultures which inhabit the Trail's past.

MARKETABLE ASSETS: WHAT WE OFFER THE TRAVELER

The Midland Trail has many marketable intrinsic qualities. The *We Have It All* theme is real. While Chapter 6, "Trail Tales" features with great detail the many features we can market, these six are the primary focus of our initial marketing efforts.

1. CIVIL WAR HERITAGE:

The Midland Trail figured significantly in the course of the Civil War, especially in the first half and particularly in the course of the War in Virginia. Every town along the Trail, including the trailheads, has a rich Civil War connection; these connections include several future presidents; famous journalist and author Ambrose Bierce; General Lee, General Grant, and several other noted generals; and the Gatlin Gun.

2. INDUSTRIAL HERITAGE / NATIONAL DEFENSE:

The Trail, especially but not exclusively the Kanawha Valley, has provided crucial goods in wartime and better quality of life for the world in peacetime. Trail industry developed synthetic ammonia and chemicals to manufacture antifreeze and nylon (at one time the world's only source of nylon), and produced materiel so vital to war efforts that several facilities required government troops. Rainelle was home to the world's largest hardwood lumber company; its wood built the U.S. Supreme Court, parts of Yale University, and New York's Waldorf-Astoria.

3. AFRICAN-AMERICAN HERITAGE:

The Trail's saltmakers used many slaves to tend the furnaces at the Salines. Kanawha Salines had one of antebellum America's largest black

populations. African-Americans made a large contribution to the life and economy of the Trail in the Hawks Nest Tunnel and area coal mines.

4. WORLD-CLASS OUTDOOR ACTIVITIES:

The Trail's mountains and rivers lend themselves to West Virginia's finest and most exciting recreation and adventure opportunities. Whether it's the Gauley River (classed among the world's best rafting rivers and attracting extremes lovers from as far away as Australia), the 70-mile-long Greenbrier River Trail, or the greens at the Greenbrier, the Trail is a recreation destination that already entices guests from the four corners of the globe.

5. PERSONAGES:

Because the Trail is one of America's oldest routes, it has been at the center of American history for over 250 years. As a frequented pioneer and commercial thoroughfare, the Trail has served decades of historic and eminent traffic.

Its inhabitants and guests have come from every field of human endeavor and of the human experience. There were Presidents, such as Washington (a land-grant holder) and Jackson; future Presidents, such as Hayes and McKinley; and would-be hopefuls, such as Greeley and Clay. The halls of Congress rang with eloquent arguments for Clay's "American System", which included development of the Trail in order to move goods and people between Kentucky and the Atlantic. Noted jurist John Marshall sojourned at

POSITIONING THE MIDLAND TRAIL FOR THE FUTURE

Hawks Nest, which was originally called "Marshall's Pillar". There were authors, such as Pearl Buck and Ambrose Bierce. In peacetime, General Lee traveled the Trail and remarked on its exceptional scenery; in wartime, he occupied the Sewell Plain and obtained his warhorse Traveler. Educator and orator Booker Washington spent his boyhood and young adulthood at Malden, and Mother Jones brought her labor gospel here. At its roadside, "Father of Oceanography" Matthew Maury drew shipping lanes at a Fayette County inn while recovering from a stagecoach accident. Explorers Lewis and Clark began their westward journey in a dugout constructed on the Trail at Cedar Grove. Lest we think the Trail's influence is past, remember our newest additions: athletic greats Randy Moss and Jason Williams, both of the Kanawha Valley and Rand's own DuPont High School.

6. NATIVE AMERICAN CULTURE: Before European settlement, Natives used the Trail to track buffalo, to their favorite hunting-grounds, and for trade. From pre-historic times, Natives settled different areas of the Trail. In the Kanawha Valley, the Adena Culture settled at present-day Kanawha City, Mound-builders left their burial-mounds at various spots, and tribes settled in the area of St. Albans. Shawnee, Miami, Delaware, and Seneca frequented and inhabited the Greenbrier Valley, and the Trail crosses the Seneca Trail, now Route 219, at Lewisburg.

Moving forward with the "*We Have It All*" marketing concept and using the Midland Trail logo as a support are important concepts in building an image and grabbing a share of the tourist market. Consistent use of these by all members and partners adds to the campaign efforts.

Promotional brochures and directional advertising by businesses and organizations along the Trail should include the Trail's logo. The promotional slogan "*We Have It All*" provokes thought. In the first instance, it asks that we take inventory of what we have. Then it assumes that we have the confidence to make such a statement. There is also an element of mystique in that something exists which the target groups have overlooked in their traveling.

To develop a stronger understanding of the possibilities of this campaign and positioning-line, we recommend that discussion groups occur with leaders and individuals in the marketplace. Schoolchildren present a unique opportunity, which is to become involved through inventorying the Trail and determining if the positioning-line is accurate. Weekly newspapers might cover inventories of intrinsic qualities, which would develop this line of thinking.

Native
Americans

Pioneers

African-
Americans

Women
Immigrants

Prominent
Personages

Resources

Transportation

Labor and
Industry

Civil War

Flora, Fauna,

Geology



BUILDING PARTNERSHIPS

A Community Market-Based Orientation

Probably the most important reason that the initial thrust occur at the community level and with local residents is that there develop a deeper sense of place and pride. The Trail is the road to work, to church, to school--to everywhere in the region. There is limited understanding of heritage and pride relating to the Trail. Local residents are the hospitality committee that greets tourists at business and service establishments. Having a sense of tourists' needs is a key to success.

In developing this market-based orientation, we will need the assistance of hospitality training programs at vocational schools. CVBs and universities will also play a significant role. In any travel experience, the visitor remembers more than a majestic overlook, a site of historical significance, a recreation location, or a special event. What a tourist takes home as much as memory is the treatment he or she experiences. A bad experience by an outspoken tourist at one attraction can result in a negative impression of the entire Trail and turn away potential guests.

Promotional Partnerships

Whitewater, golf, skiing, cycling, and rock-climbing have a connection with historic preservation, crafts, antiques, and industrial heritage. Decisions about marketing must accommodate a range of interests; the *"We Have It All"* concept accounts for this variety of interests and partnerships.

The success of the Trail depends to a large degree upon the development of strong partnerships with state and local business and community leaders, the tourism industry, operators of attractions, hotel and motel operators, artists and crafts people, restaurant owners, and political leaders. These combinations of

partnerships enable the Trail to respond to needs that no one single individual can. This Corridor Management Plan process provides a unique opportunity to bring together partners in image-building activities which involve movers and shakers in the communities. The enthusiasm and support of these individuals play an integral role in repeat visits and development of the Trail.

The support of service organizations, regional planning bodies, governmental organizations, and other groups with strong membership bases will be important to the long-term development and strength of the organization. Involving local leaders is key to advancing the concepts of the Trail as well as protection of heritage resources.

Seeing the growth of the Midland Trail Association as a linear development program may be the partnership which is vital to development of resources for this economically-strapped geographic region. Through regional efforts and collaborations, we can implement cost-effective ways of developing themes as disparate as environment and industry, Tools and Toys, scenic views, and impressionistic hues. The whole idea involves pooling resources, creating regional partnerships, and building a stronger case for tourism in the region. In this way, we will accomplish this process efficiently, effectively, and imaginatively so that government and foundations welcome the opportunity to work with the Midland Trail.

Following are some additional specific vehicles for partnerships:

1. CVBs, Charleston and Beckley
2. Whitewater and skiing enterprises
3. Greenbrier Hotel guests
4. Charleston convention visitors
5. Bringing Charleston, Huntington, and Parkersburg day-trippers back onto the Trail

Marketing Events Activities & Attractions

a. Bridge Day--Bridging the Trail and the Gorge:

Each October, parachute and bungee jumpers converge on the New River Gorge Bridge to enjoy its long, thrilling drop. Bridge Day and its weekend are ideal times at which to capture this throng of adventurers for the region's other special extreme physical experiences. Whitewater and luge are potential partners for weekend-long combination adventure package tours for the Trail's athletically-inclined guest. A "Trail-athlon" can be an alluring event for athletes from around the world; we have the river for the swimming event and the mountains and asphalt for biking.

b. Lights Along The Trail (Holidays)

Spectacular seasonal display continues to grow each year. Currently each town on the Trail participates. Sponsors include towns, communities, and organizations all along the Trail. Shop windows, individual homes, parks, including state facilities, roadside rests, community and city parks all work together to create a display throughout the Trail. This is becoming an attraction for which tourists drive the Trail! There are drive thru displays at Daniel Boone Park, and Hawks Nest State Park and in the towns of Gauley Bridge, Ansted, Rainelle, Lewisburg, Glasgow, Cedar Grove and along the Kanawha Blvd. (Rt. 60) in Charleston.

c. Whitewater Weekend

More than 38 white water rafting companies join efforts to introduce and promote the finest river activities in the world. This event has been visited by dignitaries, including vice presidents, senators and congresspersons. More than 100,000 people raft each year and countless numbers kayak, canoe, rock climb and enjoy a full array of outdoor activities.

d. Family Reunions

West Virginia's Homecoming 1996 launched a renewed interest in Homecomings and family reunions. MTSHA has continued to promote small town visits and introduce the Governor's current Celebration 2000 program. Malden was the first unincorporated community selected to participate in Celebration 2000 and Midland Trail is first region selected.

e. Historical Reenactments

Battles of both the Civil War and Revolutionary War were fought along the Midland Trail. Lewisburg, Fayetteville and Carnifex Battlefield State Park draw visitors from across the coun-

try for their reenactments of the Civil War. Also museums are Contentment, Lewisburg Hawk's Nest and Carnifex Park.

f. Museum-Trail Synergy:

Public input has recommended a close connection between the West Virginia Cultural Center's culture and history exhibits and the Trail, suggesting a tying together of the two. This idea would translate well into the programs and exhibits of all museums across the Trail.

g. Multi-Attraction Tours:

The potential for these is unlimited throughout the Trail. A movement in the Charleston metropolitan area favors a combination tour which includes the Craik-Patton House and Ruffner Cabin at Daniel Boone Park, would segue into a charter sternwheeler ride up the Kanawha River to Malden for visits to its sites, then finish with a trip to Belle's Old Stone House.

Great potential exists for such towns as Ansted, Lewisburg, and the area of Lewisburg/White Sulphur Springs. Rail one-way and "bus-back" trips offer sites of interest up and back.

This concept would work well with bus tours of schoolchildren, retirees, and conventioners. Other opportunities, often overlooked, are markets to the now-popular "alumni college weekends", to college classes which favor some out-of-classroom practical experiences, and even to corporate groups which might take advantage of team-building or educational seminars in a variety of venues.

These programs need not be solely historical in nature. Package deals could include a variety of recreational and shopping activities.

h. The Charleston Sternwheeler Regatta.

Potential exists for making this river-centered summer event more heritage-oriented. The foundation is already there. The Regatta's namesakes are the chief attraction; they are themselves pieces of floating, churning history. Additionally, a Funeral Parade brings in a little of New Orleans culture.

Special Target Markets

Tourism marketing is not an amorphous collection of cold statistics. One cannot pigeon-hole available markets into "one-size-fits-all" compartments. Each tourist is a flesh-and-blood being with his or her individual desires, needs, and expectations.

In the past, conventional wisdom tended to ignore the differences and diversity among segments of the traveling public. However, improvements in buying power and economic status among these segments, changes in political and social attitudes, and increasing mobility in American society and the world itself necessitate a heightened awareness of the needs and desires of these diverse elements.

While the Midland Trail is a stable physical region of 119 miles, it becomes a multitude of regions to different eyes, values, and mindsets. Following are looks at these special markets, with psychological profiles and strategies for catering to these markets.



I. WOMEN

At this writing, Malden is planning a Women's Park, to be situated in the Booker Washington Park. The Women's Park will feature a series of interpretive panels which afford a look at the outstanding women of the Trail and of West Virginia. As women increase in social and economic power, the tourism market must change to meet the needs of the woman traveler.

The number of women-owned businesses is increasing; as such, the Trail should be sensitive to the economic power women wield.

As a group, women tend:

1. To favor shopping as part of their travel experience. This experience includes boutique, antiques, and arts and crafts shopping.
2. To desire clean, comfortable, aesthetically-pleasing surroundings, whether in restaurants or even in restrooms. This tendency seems to be more prevalent among women than men.

At present, the Trail not only lacks sufficient restroom amenities, but also seems to lack sufficient clean rest-room areas.

3. To enjoy leisurely meals at restaurants, more than do men. Pleasant ambience is important. This characteristic suggests that women not only tend to value their travel experiences more than do men, but value them more on an emotional and psychological level than men do.

4. To show greater concern for ensuring a memorable travel experience for their children. Additionally, they tend to show great concern that "child-friendly" programs and activities exist for their children at the destination location. Concern extends to the desire that the activity be exciting and entertaining, maybe even educational.

With this thought in mind, the Trail's marketing should not only emphasize the "child-friendly" nature of its visitor experience, but also direct this aspect of marketing to the mother.

5. To emphasize price and good value in their shopping choices.

II. AFRICAN-AMERICANS

This segment's buying power is increasing, and with it the desire for some kind of heritage experience. Additionally, any kind of heritage experience should include with it a sense of discovery. That is, the visitor should have the opportunity to "discover" certain things about history and culture.

Characteristics of this type traveler are as follows:

In the 1990s, African-Americans have exhibited a growing desire to rediscover and recapture their heritage, their cultural roots. They are not alone; both adult and child visitors of the 1990s, whether black or white, tend to be rather cut off and isolated from any education about their country's or particular culture's past, and seem to gravitate toward activities which include "living history". By "living

history", we mean not merely the use of characters dressed in costume, but enacting certain events, such as significant historical events, or activities, such as those which people would perform as part of everyday living (cooking, sewing, weapon-making).

III. FOREIGN VISITORS

We cannot disregard foreign travel to the Midland Trail. Canadians, Japanese and Europeans have shown the most interest in visiting West Virginia. As the Trail grows, it must look to concentrating marketing campaigns internationally to these areas.

One Trail inn has counted guests from 30 different nations, many from Europe, and its Internet site has received inquiries from as far away as Taiwan.

1. Canadians pass through West Virginia and cross the Trail at Hico as they travel between Canada and the southern US. WV is about a halfway point for those traveling to Florida. Tamarack reports significant business from Canadian tourists.

2. The Trail may find fertile marketing ground within the wealthy, developed nations of Western Europe, if the nascent economic partnership and power of the European Community prospers financially and politically, as the Community's plans intend. In fact, the Community's single currency, the ecu, may become strong against the U.S. dollar, and stronger currency tends to encourage spending, travel, and tourism.

Moreover, since WV has established a trade office in Germany, a marketing campaign within Germany itself would benefit the Trail.

3. Several Japanese companies have located in West Virginia and with WV

having a trade office in Nagoya there is a potential for courting this trade.

4. The Australian market has potential, too. Many Australian adventure lovers travel for thousands of miles just to raft the state's whitewater rivers.

5. There is desire to see "the real America", not just a travel package of sanitized tours. The Trail's strength lies in its character and personality (from the normal to the quirky).

IV. THE ELDERLY

"The Midland Trail--
For The Mature Traveler",
by Karen Glazier,
Good Living Homes, Malden

Several travel companions
go on their quest
for visitor experience
(A Quest For The Holy Trail)

[Note: certain helpful hints and mention
of desirable services and amenities have
been highlighted for the reader's convenience]

Bright blue skies smiled down upon delighted daffodils as my two companions and I set out on our Midland Trail Senior Adventure Tour! Our mission--to view the Trail's offerings through the eyes of and with the physical capabilities of the older adult. My two traveling companions possessed the necessary age credentials. Additionally, a combined total of more than one hundred years in the field of professional geriatrics proved a common bond between us.

The Midland Trail provides the leisure traveler with excellent day-trip possibilities. We started at our beginning, cruising first into the Cultural Center parking lot at the State Capitol. My companions, both out-of-staters, noted that **it would be help-**

ful to have clearer signage indicating the Veterans' Memorial, Cultural Center, and Capitol Building. **Moderate walking capabilities will suffice to tour these areas, all accessible by ramp.** The friendly receptionist at the Cultural Center was **familiar with the Midland Trail Destination Guide, but had none on hand that day to share with us. I think these are a must at the Trail's start.** We did not check the visitor's stop at the Capitol. Hopefully, the Guide is available there as well. Touring these areas could easily take two-plus hours.

As we left the Cultural Center parking lot, **my companions asked me how anyone new to the area would know how to proceed along the Trail. Midland Trail signage with a directional arrow would be helpful at Greenbrier and Washington Streets, as well as at the intersection of Greenbrier and Kanawha Boulevard.**

A coal-laden barge plied the waters of the Kanawha River as we headed east along the Trail. Daniel Boone Park is the next stop. The Craik-Patton House, an 1834 structure, is open for tours April through October, but **does require some step-climbing.** The P.A. Denny Sternwheeler docks at the park with easy access. The park is a perfect spot for a picnic, with numerous picnic tables, public restrooms, and an accessible fishing dock. If you wish to picnic nearer the river, on the lower bank, **some walking will be required**, as you must park your car in the upper lot. **Again, we felt that overhead Midland Trail signage as one leaves the park would be helpful in steering him correctly back to the Trail and up onto the four-lane highway.**

As we proceeded, we noted several casual dining spots, in case you forget to pack the picnic lunch! We counted three possibilities between the park and Port Amherst. The view of Port Amherst Coal

Industries is impressive. **How interesting a tour of that site might be!**

Next, we followed the Trail into historic Malden. We veered slightly right off the Trail--approximately two blocks--to visit Kelly Bratton's auto museum and Greyhound (the bus, not the dog!) Memorabilia mecca. This attraction is the result of an avocation handed down from father to son. It will be of interest to antique car buffs and Greyhound bus aficionados. Mr. Bratton possesses possibly the largest collection of Greyhound souvenirs known to the world. He will hospitably invite you to peruse his interesting array of antique vehicles, all in varying states of refurbishment. One of my companions was particularly drawn to a Franklin automobile that is currently being renovated. Mr. Bratton enjoys showing guests around and is present most every day. **You can park next to the building, and there are no steps required in order to gain entrance.**

Back onto the Trail! Other "must-see" stops in Malden included Cabin Creek Quilts, the internationally-acclaimed woman-owned quilting cooperative. **Parking is available and a ramp provides easy access into the main shop.** Tours of the nearby (1 1/2 blocks) reconstructed Booker T. Washington boyhood cabin are available, by appointment, through the cooperative. Across the street from Cabin Creek Quilts we noted that **a traveler could seek quiet respite at the Booker Washington Park.** A poem by former state Poet Laureate Louise McNeill, commemorating the great black educator's achievements, adorns a brick wall at the entrance to the park. Two small grocery stores along the main street through town afford an **excellent opportunity to replenish snack supplies** before continuing along the Trail!

We drove through the village proper and next found ourselves at Terra Salis Garden Center outside of town. Unusual

plant varieties, an attractive indoor garden shop, and creatively designed display gardens will appeal to both the seasoned and the amateur gardener alike. The shop is accessed by steps, but the display gardens and most flower and plant varieties **can be seen easily by traversing level ground. Note: An access ramp to the shop is available at left of the stairs.**

The next point of interest along the Trail is the Marmet Locks, to the right off the highway. With luck, you will arrive in time to see a coal or chemical barge proceeding through the locks. River travel buffs will appreciate this stop.

The huge white tank of DuPont's Belle plant soon comes into view. Wartime production was critical to the World War II defense effort. Veterans and those who appreciate the technological history of this area will be impressed by this stop.

Ironically, the next stop along the Trail takes you back through history to a simpler time. The Old Stone House at Belle is just off the Trail at mile 10. You can park nearby and visit on third Saturdays of each month, May through October and by appointment. From there we drove into the town of Belle, which offers another **stop for casual dining** or a convenience gas station. Leaving the Belle area, **we felt that additional signage would be helpful for indicating a return to the four-lane highway.** To your left, as you get back onto the highway, is a Dairy Queen at Witcher, which might be a wise stop for a cool treat!

Our next stop along the Trail was Virginia's Chapel in Cedar Grove. Built by an early settler, William Tompkins, as a graduation gift for his daughter in 1853, the Chapel is listed on the National Registry of Historic Places. You can park next to the church and tour the small chapel and the small



cemetery that surrounds it. As we visited, we learned of possible plans to restore the Tompkins homeplace across the road. If so, this will be another good tour stop in years to come.

The London Locks at mile 24 was our last major stop of the day. You can pull into the parking area and easily see the locks from the comfort of your vehicle. Or you may wish to stretch your legs a bit. A small picnic area beside the locks offers a pleasant spot for viewing river activities while enjoying a bite to eat. Three picnic tables all afford good views, one of which is situated beneath a shade tree. Restroom accommodations are in the form of three portable toilets, one of which is **handicap-accessible**, and all can be reached by a hard-top pathway (be sure to bring your own supply of Wet Ones!)

From the London Locks we proceeded to Gauley Bridge. Off to the left we pulled into a McDonald's for a hot (watch that cup!) cup of coffee before turning back toward the Trail's start. We all felt that this portion of the journey was one good full day of touring. We decided to save the rest of the Trail for another day's outing. We had pleasant memories enough for one day!

THIS REPORT WAS PREPARED WITH THE KNOWLEDGE OF AN EVER-GROWING NUMBER OF OLDER ADULTS WITH LEISURE TIME AND ADEQUATE RESOURCES WHO ARE INTERESTED IN HERITAGE TRAILS. THE MATERIAL IS INTENDED TO BE HELPFUL TO THOSE WHO MIGHT MARKET TO THAT GROUP. GERIATRIC PROFESSIONALS FROM THE FIELDS OF SOCIAL WORK, NURSING, AND MEDICINE WERE INVOLVED IN THIS TRIP.

THE "BABY BOOMER"

This generation, born during the period 1945 through 1964, represented a period never before seen in this country's history; the "Baby Boomer" was born into a country which emerged from WWII as the world's (perhaps even history's) richest and most materially prosperous nation. As one expert put it, this generation was unlike any other which it followed. The "Baby Boomer" grew up and lived in a time of material abundance, and this abundance formed the Boomer's thinking.

Characteristics of this generation are as follows:

1. Usually desires some instant or immediate results in his or her travel experience, especially in provision of goods and services. Essentially, instant gratification is significant to any visit. Relevance should be immediate and applicable to everyday living.

2. Normally very individualistic in his or her approach to life. This generation was taught the importance of self-help and self-growth. Additionally, he or she absorbed growing cultural attitudes toward independence in thinking and acting. The "Baby Boomer" likes a travel experience in which he or she can be "spoiled" or pampered, perhaps experiences which allow some self-indulgence.

3. Usually concerned with youth, physical exercise, health, and diet. Post-WWII life saw advances in medicine and quality of life that emphasized "good", healthful living. "Baby Boomers" tend to be very sensitive about the issue of aging, so they address it with activities which are healthy, wholesome, and invigorating.

4. A generation with individualistic attitudes tends to favor activities which are "meaningful" and "significant" to self-growth. As such, the "Baby Boomer", stud-

ies have shown, has turned his or her attention away from destination locations such as Disneyland and the beach toward adventure travel which allows some sense of discovery and growth in experience. This attitude manifests itself in part as the weekend or overnight "communing with nature" or "roughing it" even while enjoying comfort and amenities. In West Virginia, this discovery comes through such leisure activity as whitewater rafting, mountain biking, and rock-climbing.

5. Material prosperity brought about a materialistic outlook toward life. He or she likes the best in goods and services. The "Baby Boomer" enjoys travel which includes acquisition, namely, shopping.

6. Usually possesses substantial disposable income. The "Baby Boomer" generally looked not only to family, but also to career and occupation, for fulfillment and satisfaction. Emphasis upon advancement and growth at work has brought about increased purchasing power.

Emphasis upon Boomers' spending for enjoyment constitutes, as one Boomer researcher called it, "spending their inheritance now".

7. A more "family-oriented" generation than any previous generation in America. Families are closer-knit. The "Baby Boomer" parent, raised with individualistic and independent thinking, tends to include his or her children into plans for vacationing, and in several ways. First, their children have more input in the family's decision-making as to how and where to spend the family's leisure time. Moreover, the "Baby Boomer" parent tends to look for "child-friendly" activities. This manifests itself either as an emphasis on activities which the family can do together or as activities in which the children can participate separately from the adults. Grandparents also tend to bring their grandchildren, leading to the "three-gen-

eration vacation".

8. More than ever, amenities play a significant role in choice of lodging. For example, many "Boomers" desire efficiency accommodations.

9. Look forward to retirement as a time to travel and to enjoy themselves. The "Boomers" began reaching middle age in 1995, and will begin reaching the nationally accepted retirement age of 65 in 2010.

10. Advances in education and material abundance, as well as the post-WWII growth of individualistic attitudes, fashioned the "Boomer" into an educated, savvy consumer. This consumer knows what she wants and how and when she wants it. As such, she will be particular in her choice of goods and services.

Additionally, unlike his forebears, he does not have brand loyalty; factors such as price, fashionability, and convenience override those of brand names.

11. Favors having all amenities and experiences in one area. Convenience is significant in the "Boomer's" choice of destination and amenities. For example, the "Boomer" who rafts may like to have lodging and restaurants either on the rafting company's grounds or within easy traveling distance. This personality aspect is part of the motivation and argument for casting the Trail as "having it all".

12. Because they pursue careers and usually do not have much time for leisure, Boomers usually want vacations which include everything that they can get into those limited vacation days. The slogan "**We Have It All**" takes on added significance here. As such, he or she will try to receive more value for the dollar spent.



Package deals are particularly attractive.

13. Presence of the corporate vacation. This class of vacation can have a double purpose: leisure and business. In some instances, the corporation wants to build co-workers as teams and to network.

VI. "GENERATION X"

Material abundance, increased emphasis upon individualism and independence, and the penetration of technology into the home has created a second-generation educated consumer. "Baby Boomer" attitudes have helped shape the Gen-Xer into an educated consumer. Born during the period 1964 through 1975, this generation, at 2000, is now moving into positions of influence and significant purchasing power.

Many of their characteristics are similar to those of the "Boomers".

1. Materialistic outlook toward life. However, this perspective does not seem to play as important part in travel as it does with the "Boomers".

2. Educated consumers who look less to brand-name reliability than to fashionability, i.e., which tends to make a "statement".

3. Like the "Boomer", the Xer seems to favor amenities and travel experiences in one area or within easy travel distance of each other.

4. This generation grew up with the computer and, like the succeeding generations, usually grew up with it in the classroom and at home. As such, the Xer and the younger generations have become not only comfortable with the computer (unlike his forebears' fear of or reluctance to use this

device) as an educational tool, but have also become technologically savvy.

With the ability to arrange travel through the home computer, the marketplace will likely see a shift in travel arranging away from the traditional visit to the travel agency and more into the home. Remember: convenience. Additionally, whereas the travel agency often served as the "middleman" in arrangements, now the traveler can design his or her travel directly, without an agent. Essentially, the goods and services provider will educate not the agent, but the traveler, as to offerings.

The emergence of this generation as a technical power in the marketplace necessitates certain shifts in approach. The Midland Trail would benefit by developing an integrated computer system which links each Visitor Center with each place of lodging, recreation location, historic site, and business within one Website and allows the traveler to design his or her own travel at home.

Additionally--and something not usually observed or understood--this generation is less oriented toward the written word than to visual and graphic representations in learning and reasoning. Videotapes seem to be just as important as textbooks in the educational process. As such, the Trail would benefit by developing short film vignettes for play on its Website, e.g., instead of writing about historical re-enactments, the Site could play actual tapes of such events.

Considering the emergence of the educated consumer and the ability to design travel conveniently at home, this generation also has the opportunity to conduct a great deal of research with the Internet without leaving the home. Again: convenience. Moreover, with the Internet, we have seen a shift away from the customary trip to the library to research at home; the computer has become the growing medium of choice for research. The Trail would benefit by supplying details about its experiences for the home

computer researcher.

5. Unlike previous generations, educated more toward preservation and protection of the environment. Schools emphasized this part of education more than in previous times. Essentially, environmentally-conscious and -educated.

Travel experiences would benefit by incorporating some communion with and appreciation of the environment.

6. Also unlike previous generations, has more tolerance toward, or at least greater acceptance of, multi-culturalism and cultural diversity as a pattern of everyday life. Factors such as integration in public schools; growth of political influence and economic status among African-Americans, Asians, and women; introduction of cultural diversity into school curricula; and these segments' desire for rediscovering and establishing their special heritages and roots have shifted American educational and heritage themes away from predominantly white and male toward more diverse approaches to heritage education.

As such, the Xer is liberal on social issues, but fiscally conservative.

Marketing strategies may include events which showcase the cultural diversity and multi-cultural aspects of the Midland Trail, such as the contribution of African-Americans to Trail coal mining, to the economy, to Appalachian life in general. European immigrants, including those from Italy and East Europe, also made contributions, and there is rich potential for development of immigrant themes, such as their part in industrial development, e.g., the Hawks Nest Tunnel, and in fashioning an architectural style along the Trail in its varied homes.

The "Trail Tales" portion of this Plan is a concrete example of the marketing which will set the Trail apart for its future visitors.

7. Tends to favor adventure/outdoors

experiences in places which do not have a great deal of development, but at the same time the desired amenities. At skiing resorts, for example, Xer, Echo Boomer, and Millennial males tend to enjoy snowboarding.

8. Starting with this generation, and becoming even stronger with the following ones, the enjoyment of games of all sorts. The abundance of video and computer games has given these younger generations the desire--indeed, an appetite--for all sorts of games, especially ones which contain excitement, action, and a quest for a prize.

Potential exists for integration of games of all kinds into heritage experience.

9. Continuous, accelerating technological change and a shift away from traditional, conservative methodologies in the classroom and even in the workplace has habituated and exposed Generation X and their younger counterparts to a significant amount of novelty in their lives.

Unlike previous generations, which may not be as tolerant or accepting of novelty, those 30 and under at this writing are accustomed to constant newness and almost mind-numbing change in the world about them. Rapid change has become accepted as a pattern of life. As such, Trail planners, government bureaus, and businesses have the continuous opportunity to introduce novel sensations and creative programs into their goods and services to this young consumer.

Additionally, while the Trail is steeped in the old and historic, marketing should be able to emphasize the "New Trail" as well. This approach can balance new with old. That is, businesses and service-providers can combine history and heritage with

current and developing political, social, and cultural themes.

10. This generation does not value money as the key to happiness and fulfillment as much as older generations, but seek these things through job satisfaction, meaningful experiences, etc. Even more, a career is not valued as the key to happiness as much as it was with the previous generations.

As such, programs and activities should focus on meaning and purposeful activity.

11. However, Generation X in the next 5 to 10 years stands to receive an overall substantial windfall in the form of their Baby Boomer parents' inheritances. As such, we should expect this generation to have disposable resources for travel enjoyment in their later years, likely starting around 2005.

12. Wise, even cynical, toward the media. According to research, they present a difficult market to penetrate. Advertising will need to shift its approach. Descriptions include a generation which is distrustful and careful about consumer products, contracts, and advertising. Religious beliefs tend to be non-traditional; rather, they are described as developing their own unique religious beliefs.

This enhanced marketplace wisdom underscores the need for trained "information providers" who are well versed on Trail offerings, heritage, and intrinsic qualities.

VII. THE "ECHO BOOMER"

This generation, born in the mid-70s, exhibits much of the same characteristics as their generational predecessors. The "Echo Boomers" will begin emerging as one of the nation's social

and economic powers in the mid-2000s, likely around 2005.

Characteristics:

1. Like the Xers, computer-smart. Increased tendency to rely upon the computer for research and inquiry. Use of computer graphics and film vignettes to educate about visitor experience. Computers and interactive screens at numerous sites and museums along the Trail would blend computers with interpretation successfully for the "Echoer".

2. However, a de-emphasis in past years on heritage and history have tended to leave the younger generations heritage-alienated, without a past and without a future. Reasons for these are many; increasing pace of life and advances in technology have habituated America to favoring the novel over the traditional, public schools seem to be diminishing the importance of history in their curricula, and American society's emphasis on the "useful" over the "theoretical" have undermined and perhaps even called into question the need for heritage studies. These younger generations seem to favor living history through such media as individual and group re-enactments, arts and crafts festivals, and drama as a way to reconnect themselves with something which was lost.

Re-enactment programs, such as the West Virginia Humanities Council's Living History Program, the Mary Ingles Trail Associates in Winfield, and Prickett's Fort's re-enactors, are proof of the popularity of living history. Colonial Williamsburg has developed their program to a high degree of success.

If the Trail is to survive and grow as a tourist destination, this element will have to play a significant part in Trail visitor experience.

3. As with Xers, greater tolerance toward multi-culturalism and cultural diversity.

The Trail is forging an identity as one community even as it persists in rich diversity. Accordingly themes along the Trail should consider multi-culturalism and diversity as a necessary and tonic part of the motif of community.

4. The theme of "community" is becoming significant and will increase in significance. Older generations tended toward more "local community" thinking, sometimes even a little isolationism. Starting with Generation X and increasing with the younger generations is the perspective beyond the immediate town as "community". Multi-cultural (cultural diversity) studies in the school, increasing interracial acceptance and coexistence, increasing use of the global "community" of the Internet and e-mail, the rise of political philosophies which encourage communal assistance to the less fortunate and discourage individual profit-making, and liberal philosophies in the church have exposed today's youth and young adults to the idea of the world as one large "community".

As such, the younger generations may be amenable to programs and activities on the Trail which encourage and educate about the "community" aspects of Trail heritage and history.

VIII. THE "MILLENNIAL GENERATION"

Born between 1977 and 1994, this generation comes--and will come--of age as the calendar switches over to the 21st century. Planning for this group should take into account that it will emerge as a financial power starting around 2007.

This group is known to share many characteristics of the preceding two generations.

1. More racially and ethnically diverse than any generation preceding. One description delineates them as highly accepting of diversity. Successful themes might focus on three values which have received increas-

ing emphasis in the schools during this 17-year period: tolerance, multi-culturalism, and heightened social awareness. According to research, the Millennials are more liberal on civil liberties than are Xers.

2. Millennial females have penetrated once male-dominated areas, and women now outnumber men in American universities and colleges. Trail themes must focus significantly on female heritage.

3. Termed the "first high-tech generation". Attractions at Trail sites of interest would benefit with the use of technology.

4. With any advance in technology comes a hunger to rediscover the past. The next 20 years promises great opportunities if the Trail offers rediscovery of the past--especially if it uses technology in that rediscovery.

5. Described as ambitious, optimistic, and altruistic.

6. Highly significant for planners, this generation sees lifelong learning as a priority. Trail planning might consider multiple opportunities for learning and education at its different sites.

7. Preservation of the environment is a priority. Publicity which targets this group should take into account that the Trail:

- Has preserved its environment in such a way that it remains unspoiled.
- Is a place of natural beauty which offers an ideal get-away.
- Offers something of a "return to nature".

8. Family, not money, is the key to happiness. As such, Trail tourism planning should consider family themes and family activities.

