



Marketing Plan for

The Midland Trail Scenic Highway Association

updated February 2007



Marketing Plan: *Past Successes*

Midland Trail Scenic Highway's award winning marketing efforts have propelled our once fledgling all volunteer organization to a new plateau. After receiving National Scenic Byway status for the eastern 119-mile section Midland Trail/Route 60 and WV Scenic Byway status for the remaining 61 miles we began immediately to instill the concept of a 180-linear community preparing to greet the public.

It was through building partnerships around the WV Tourism cooperative advertising program that we were able to build the concept. With help of partners along the Byway, we produced a 120-page full color 2003-4 Midland Trail Destination Guide and set up a marketing program, distribution system and an effective tracking system.



Initial Challenges

In planning the Guide and marketing campaign we found we had a couple problems to overcome:

1. The NSB section had been active for years and had built name recognition with mile markers installed around 1992.
2. The western extension did not have an active organization, nor the name recognition provided. There were several active well-funded trail organizations. When we said Midland Trail, especially on the western extension, folks thought we were talking about a rails-to-trails project, not a scenic car route.



Huntington, part of the western extension