

Marketing Program for The Midland Trail AAA Tour Book

Editorial Content:

Issue Date:

2004, 2005, 2006.

Circulation:

2.1 million (readership = 4.2 million).
DE, DC, MD, WV, and VA.

Cost:

2004: \$7,609.20

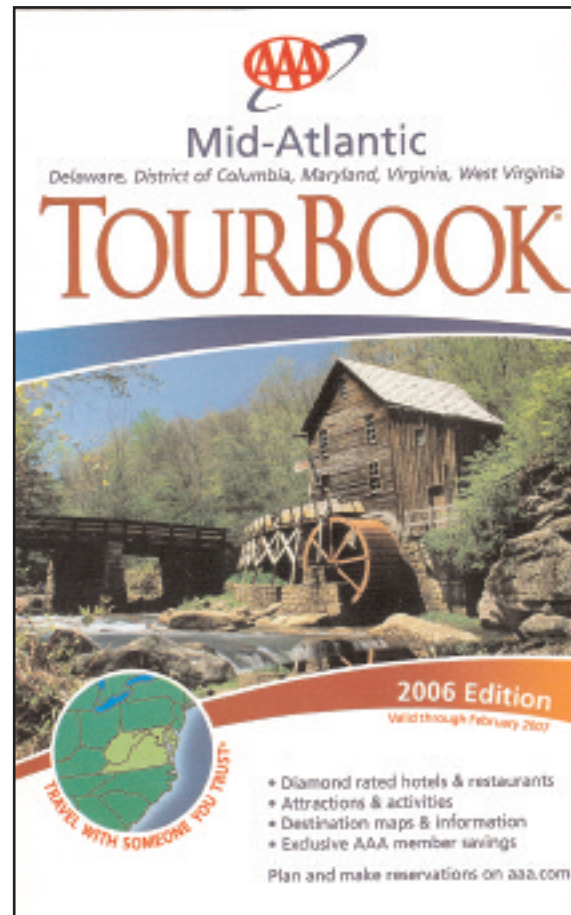
2005: \$2,900

2006: \$2,000 (reduced ad size)

2004: 26 leads; \$292.66 per inquiry

2005: 28 leads; \$103.57 per inquiry

2006: 267 leads; \$7.49 per inquiry



Midland Trail Website:

www.midlandtrail.com

- Features the Entire 180-mile Midland Trail Byway
- Highlights Trail Attractions / Partners
- Clickable Guide Request Feature on Home Page
- Over 80 Guides Requested Monthly, Since August '04

Home Welcome Trip Planner Towns & Attractions Association News Media Calendar Partners Maps

THE MIDLAND TRAIL NATIONAL SCENIC HIGHWAY ASSOCIATION
WEST VIRGINIA
60
NATIONAL SCENIC HIGHWAY

head for the hills!

Midland Trail National Scenic Highway Association ~ 1.866.Route 60

Things to Do:

Plan Your Trip

- Lodging and Dining
- Arts & Entertainment
- Outdoor Recreation
- Rafting & Extreme Sports
- Historical Homes & Museums
- Civil War & Living History
- Scenic Views
- Maps

WEST EAST
60 60
← →

Midland Trail National Scenic Byway is the road of choice for those who want to leave the interstate behind and see the Best of West Virginia as Route 60 winds the 180-miles across WV's midsection offering a drive filled with fabulous vistas, world-class rafting, outdoor fun, art and artisan treasures & pioneer history.

Driving Tour

Free Travel Guide/Daytripper

Our site is currently being updated. Please be patient while we make improvements. Thank you.

(c) Copyright 2007 Midland Trail Scenic Highway Association 237 Capitol Street Charleston, WV 25301 ph:(304)343-6001 fx:(304)344-2210

Hospitality Training

Tourists come to the Midland Trail Byway for many reasons. For some it is the most direct route to the outdoor adventure and sports and relaxation offered in WV's forests, gorges, and streams; History buffs come for Civil and Revolutionary War and pioneer heritage cultural and historical tourism; for others it is the path their ancestors used to escape to freedom from slavery. Others seek art, quilts, and antiques.

Welcome Centers and other travel info providers direct tourists to particular points of interest. Personnel in either of these Centers have had very limited, if any, opportunity to visit and learn about what the others have to offer. Our training would include visits to the sites and activities all along Trail and provide "cross-training " so each center and business could knowledgeable point tourists to other areas and attractions.

Highlights of the Hospitality Training Program

- **Understanding the Byway Story and Head for the Hills Marketing campaign**
- **Understanding and Using the Midland Trail Mile Marker system**
- **Familiarize with the points of interest along the entire 180-mile Byway**
- **What brings people back to the Trail again and again? Thoughtful, caring, welcoming people**
- **Plain talk about the Intrinsic Qualities of the Byway**
 1. History 2. Scenery 3. Nature 4. Recreation 5. Culture 6. Archeology
- **What's important to the MT Traveler?**

Road conditions, Signs, Information, Restrooms, Shops, Lodging, Emergency needs
- **Special Needs Travelers**

Knowledge of Special needs, Handicapped accessible sites, Baby friendly sites, Sight impaired, special or minority interest sites, (empathy training)
- **Enthusiasm for and about the Trail**