

Upcoming Traveler Survey

From our new central office, MTSHA has established an effective Guide distribution program and a tracking and evaluation system. We track inquires and distribution and measures the Cost Per Inquiry from responses from our limited paid advertising budget.

For bulk distribution we have approximately 200 outlets - including Welcome Centers, partners, and others distributing the Guide along the Trail and its gateways. Midland Trail Guide has become a must have for a variety of fairs, festivals, reunions, and public events.

We included devices in the Guide itself like a contest, reader response card and coupons to measure users interests, usage, and location. Partners tell us customers are utilizing the Guides to find their services. Midland Trail's name recognition has soared -- Even the local TV weatherman often refers to Route 60 as "up the Midland Trail".

It is now time to initiate the second phase of our tracking system, which will include a market survey of a sampling of our database of 9000+ visitors who have used our materials and traveled the Byway. The goal here will help us better understand Visitors' needs and their impressions of the Byway, and their impressions of our materials. We will utilize the information as we work with partners and towns along the Trail to plan new accommodations and attractions, and as we design future materials.

Methodology for Traveler Survey

Select a random cross-section of travelers who have requested our materials. Choose a sample from each of the advertisers and from the two groups we know used the Guide because they returned either the Reader Response Card or entered the Contest.

We will work with a professional surveyor, but generally we want to know:

1. Confirm where they got the Guide.
2. Did they travel the Trail?
3. What was purpose of the trip? What did they do?
4. How long was the trip? How much money did they spend?
5. Did they visit any other attractions as a result of the Guide?
6. Did they enjoy the trip?
7. Will they return?

Public Education & Media Relations Program:

7.21

- We have learned that editorial is vital to marketing program. We have been very lucky to get articles in Car and Driver, Cadillac, Jeep, Outside Magazine, because our Byway is growing in national reputation for outdoor adventure and scenic vistas.
- Development and distribution of a press kit - which we will utilize in attracting group tours, charter coaches, and travel writers to our area. We will explore the potential for combined, coach train, and river travel.
- As we undertake new projects like mile markers and "Share Our Heritage" Illustration project we will have several opportunities for free press and media events.

Awards and Features in National Publications

- **Best Print Article –**
"Riding the Midland Trail" by Beth Gorczyca, which appeared in the Huntington Herald-Dispatch on Nov. 10, 2002.
- **"Car and Driver Features the Midland Trail"**
- **"The Fall 2003 Edition of the Charleston Magazine presents Fall on the Midland Trail"**
- **"The Midland Trail will be featured in an upcoming edition of Outside Magazine"**

Press Releases

Have Garnered Successful Publication in Local & Regional Newspapers

- The Register-Herald
- The Hancock County Courier
- The Nicholas Chronicle
- The Cabell Record
- Mountain Messenger
- The Putnam Democrat



Target-Market Public Education and PR Program

7.22

Our target-market public education and public relations program will help partners and tour planners to direct tourists with special interests to other parts of the Trail. The piece will be broken into specialized areas of interest aimed to attract different target markets such as antique collectors, civil war buffs and adventure-seekers (i.e. A special section locating antique shops can be used at the Huntington's Old Central City to refer antiques lovers to Lewisburg, and vice versa because we know those interested in antiques travel to shop for them.)

Heritage tourism is one of the fastest growing market segments so another specialized section will highlight points of historical interest all along the Trail. Likewise for hiking and biking trails, and the others. For many transplanted West Virginians Midland Trail is the road back to "the old home place". We have learned from our free publicity that WV weekly newspapers are an economical way to reach out-of-state subscribers with an interest in West Virginia. We also know that the primary reasons visitors come to WV is to visit friends and family. Part of our instate media message will be geared to encourage West Virginians to take their visitors to enjoy activities offered on the Midland Trail.

Partnerships

MTSHA's marketing partners involves not only the usual suspects of tourism, like hotels and restaurants, but we extend our circle to include a wide variety of traveler-based businesses, CVBs, colleges, community leaders, community organizations and local officials. Not only does this involvement assure our Guide is well distributed and our message heard, but we also seek their involvement in formulating our marketing and development plans as we build tourism to a viable segment of our economic base.

The recent Guide and marketing program was a first step in getting the entire Trail to think of itself as a 180-mile linear community with the common interest of promoting tourism all along the Trail. Much work remains as we help our all our partners and those who live, work, and travel US 60 to become familiar with the amenities, attractions and offerings all along the Trail. Our philosophy is the more the tourist finds to do, the longer they stay, the better it is for everyone, so lets help them find lots to do.

175+ Midland Trail Partners Across the 180-mile Byway

7.23

Wayne - Cabell Counties

Kenova- Ceredo-Wayne
Pumpkin Heritage Festival
The Collis P. Huntington Railroad
Griffith & Feil Pharmacy
Ceredo Historical Society
Town of Ceredo
Beechfork State Park

Huntington-

Buck's Fruit Company
Cabell County Fair
Cabell County Library
Calamity Cafe'
Camden Park
Central City Market
Dale Morton Studios
Design by Bowen
Glass Amulet
Heritage Farm Museum & Village
Huntington Convention and Visitors Bureau
Huntington Quarterly
Huntington Works! Committee
Lavalette Nursery
Main Street Studio
Museum of Radio and Technology
Ms. Phyllis Sports Bar
Old Central City
Quilts by Phyllis
Subway

Barboursville-

City of Barboursville
Best Western Huntington Mall
Bob Evans
The Huntington Mall
Outback Steakhouse
Route 60 Music
Sunbeam House

Milton-

Blenko Glass
Country Frammer
Dairy Queen
Town of Milton
Union Baptist Church
Yesterday's Memories
Subway

Putnam County-

Main Street Studio
Hurricane CVB
IKON
Putnam County CVB
Quilts by Phyllis
Root Cellar Herbs and Tea Room
Unique Boutique
Wellington's
Whispering Wisteria

Nitro- InSTITUTE- Dunbar Loop

Antiques on the Avenue
City of Nitro
Gino's Pizza & Spaghetti
Somewhere in Time
Terradon Communications
Tudor's Biscuit World
West Virginia Trails Coalition
West Virginia State University
Booker T. Washington Institute
City of Dunbar
Huck Finn's Restaurant
Travelodge Charleston/Dunbar

Kanawha County-

BMW's
Tri-State Race Track and Gaming Center
Jerry Adkins Salon
Sleep Inn

St. Albans-

AW Designs - Amy Whittington
El Rancho Inn
Fret N Fiddle
River's Edge Cafe
City of St. Albans
St. Albans Historical Council

South Charleston-

DOW Chemical
Harley-Davidson
House of Dimitri II
Komax Copiers
Lamp & Shade Studio
Longhorn Steakhouse
Microtel Inn
Precision Tune
Ramada Charleston
South Charleston CVB

Sugarbaskets

TGI Friday's
Wingate Inn

Charleston-

405 Capitol Street
Aladdin's Restaurant
Bank One
Capitol Complex
Charleston Marriott Town Center
Charleston Parks & Recreation
Charleston School of Beauty Culture
Chris' Hotdogs
Clay Center for the Arts & Sciences
Craik-Patton House
Culinart at the Clay Center
Distinctive Gourmet
Donut Connection
Ellen's Homemade Ice Cream
First Watch
Holiday Inn / Chesapeake Crab House
Holiday Inn Express Civic Center
Ivor's Trunk
Koenig Art Emporium
Neu Aesthetic Skin Care Clinic
New River Campground
Mulligan's
Paranzino's
St. Anthony's Catholic School
Steve Payne Gallery
Taylor Books
The Annex Gallery
The Brass Pineapple
The Charleston Civic Center
The Roger Lucas Gallery
The Scottish Rite
The Sterling-Mykonos Restaurant
Trivillian's Pharmacy
University of Charleston
Vision's Day Spa
Walker Machinery
WV PBS
WV Symphony
West Virginia Lottery
Yeager Airport
West Virginia Cultural Center
Young Floral Co.

Chesapeake-

Town of Chesapeake
Chesapeake VFD

Malden- Belle- Quincy-

Larry L. Rowe
Malden Antiques
DuPont Chemical
Old Stone House
Quincy Mall

Cedar Grove- Glasgow-

Virginia's Chapel
Town of Glasgow

Fayette County**Smithers - Alloy- Glen Ferris**

Market Express
Town of Smithers
Wee Rabbit Gift Shop
WV Metals (Alloy)
Glen Ferris Inn
Good Evening Ranch & Feedbox
Sticks and Stones

Gauley Bridge-

Evan Scent Candles & Gifts
Gauley Bridge Tepees
Town of Gauley Bridge
New River Campground
New River Exxon

Ansted Area-

African American Family Tree Museum
Ansted Dairy Queen
Ansted Floral & Gifts
Town of Ansted
Blue Smoke Salsa
Contentment Museum Complex
Dairy Queen
Hawks Nest State Park
L&S Designs
Midland Trail Motel
Mountain Cove Country Store
Mountain Memories Cabins
Mystery Hole
New River Jet Boats
Songer Whitewater
Subway & Shell

Hico-

Adventure Mountain Rivers
Country Road Cabins
Mountain River Tours
North American River Runners
US 19 North

Nicholas County**Summersville-**

Hardman's Hardware
Long Point Cabin
Summersville CVB

US 19 South Fayetteville- Oak Hill area-

Comfort Inn/New River
Four Columns Inn
Passages to Adventure
White Horse Inn
Robin's Nest
ACE Adventure
Hidden Cottage
New River NEO-Tropical Festival
New River CVB
Opossum Creek Retreat
Quality Inn
Smokey's on the Gorge
US National Park Service

Raleigh County Beckley-

Cracker Barrel
Daniel Vineyards Crab Orchard
Glade Springs Resort
Southern West Virginia CVB
Tamarack

Clifftop-

Babcock State Park
Camp Washington-Carver

Greenbrier County-**Rainelle-**

Meadow River Festival

Rupert

Beech Ridge

Lewisburg-

1785 Restaurant
Carnegie Hall
Cooper Gallery
Day's Inn
EcoTheater
Food & Friends
General Lewis Inn
Greenbrier County CVB
Greenbrier Valley Airport
Greenbrier Valley Theatre
Greenway Real Estate
Great Oak Bed & Breakfast
Lee Street Inn
Lewisburg Floral
North House Museum
Patchwork Film

Peddler's Alley

Rose Summers Greenway
Real Estate
Stone Hill Realty
Wisteria Bed and Breakfast
Patchwork Films
Peddler's Alley Antiques
Robert's Antiques
Wolf Creek Gallery

White Sulphur Springs-

James Wylie House
Kitten's Korner
Lillian's Antique Shop/B&B
New York Life
North House Museum
Oakhurst Links
Open Book
US Fish and Wildlife

Ronceverte-

Harvest Grille
Organ Cave
Ronceverte River Festival
Route 60 American Grill
Rudy's Corner Grill

Summers & side trips south

Pence Springs- Talcott Hinton area
Thimble & Plow
John Henry Festival
Dillon's Superette
Talcott Station
Cantrell Ultimate Rafting

Pocahontas County & side trips north

The Current Bed & Breakfast
Brazen Head Inn

Statewide:

American Travel Center
Gino's Pizza
Harley-Davidson of WV
Shoney's
Tudor's Biscuit World
U. S. Airways
West Virginia Culture & History
WV Public Radio
WV DNR Wildlife Division
West Virginia State Parks & Forests
WV Tourism
WV Byways and Backways program
WV Department of Transportation