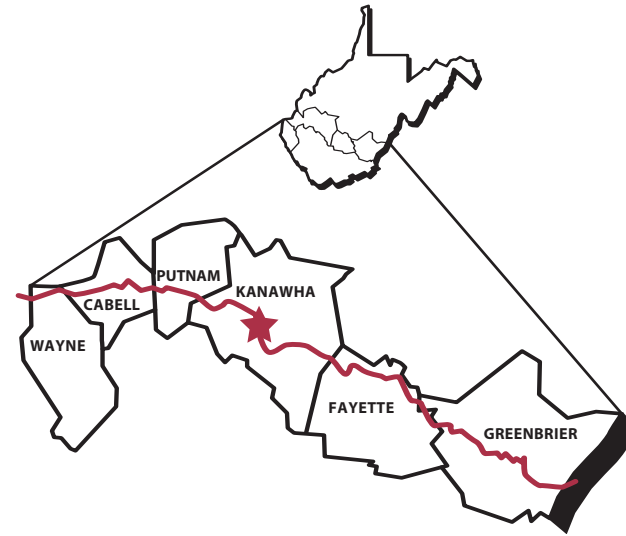


More than a Guide, *It's a Marketing Program*

Began branding Midland Trail as Historic U.S. 60, by creating a logo that encircles the historic U.S. Route 60 badge with the words the Midland Trail National Scenic Byway, a six county map and line map illustrating the idea of the Midland Trail as a 180-mile linear community.



Getting Started

- During the production and design phase of our 2003-04 Midland Trail Destination Guide we purposefully chose an autumn picture of a large curve in Rt. 60 for the front cover of our Guide so people would mentally connect Midland Trail with the popular curvy road ride to see fall foliage.
- We also undertook a low-budget print advertising campaign to build name recognition. We secured the phone number 1-866-Route 60. Our ads have won awards. Through the Cooperative Advertising Program we placed ads in Southern Living, AAA Tour Book, Blue Ridge Country, WV Wild and Wonderful, Cabela's, etc.
- Our target market was drawing people from the Mid-Atlantic with an interest in travel to West Virginia. To track results of our advertising each ad had a call to action – call for a Guide. From these efforts over 9000+ individuals have contacted our office across over the past 18 months, requesting a Guide. We also measure our response by “cost per lead.”
- Plus we track distribution tens of thousands Guides through WV Welcome Centers, fairs, festivals and events, and through our partners along the Byway.
- In fact, we are told that our 120-page Midland Trail Destination Guide is the number one requested guide at WV Welcome Centers.



2007-2008
Guide Cover



2005-2006
Guide Cover



2003-2004
Guide Cover



2001-2002
Guide Cover