

Our **“Head for the Hills”** campaign works well for several of our target markets:



- Outdoor enthusiasts and outdoor adventurers think of it as a call to the cliffs of the New River Gorge for fishing, world-class rafting and climbing
- Urban-escapees
- Those longing for the nostalgia of West Virginia Hills
- Motorcyclist, sports car enthusiasts, RVers
- History buffs, antiquers, treasure hunters of all sorts think there is treasure in 'em hills

Setting the Stage

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 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.

This Head for the Hills on US Route 60 campaign sets the stage for Midland Trail to be more sophisticated in our branding ourselves as the route to adventure. It is the marketing hook that can be used to beyond the shores of WV to attract tourists regionally, nationally and internationally to use the Midland Trail as a part of their travel plans. We believe life begins at the exit ramp and we are targeting those who can be lured away from interstate travel to enjoy the slower pace offered on our scenic and historic byways (i.e. AAA book).

Build on the Success of our Past Marketing Efforts

We plan to implement a marketing plan containing the following elements:

a cooperative advertising program, a public education & relations program, hospitality training and a traveler survey.

Implementation of this plan will benefit the traveler in three ways:

by allowing us to continue to offer the traveling public well produced, professional information on available attractions (Our 120-page MT Destination Guide the #1 requested brochure at WV Welcome Centers); hospitality training assures tourists are greeted and serviced with friendly accurate information and can maximize use of our mile marker system; and surveying a sampling of our database of 9000+ visitors who have used our materials and traveled the Byway will help us better understand Visitors' needs and impressions of the Byway, as we work with partners and towns along the Trail to plan new accommodations and attractions.