

## Next Steps:

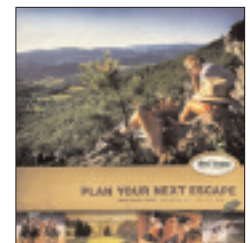
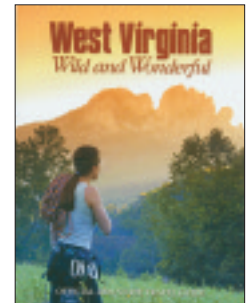
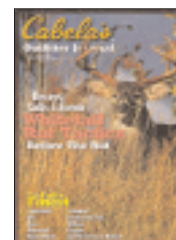
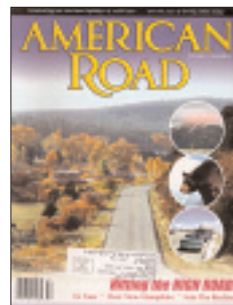
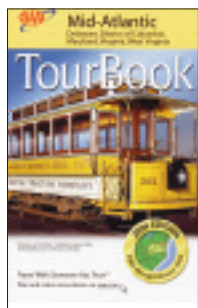
Our Marketing plan is a three-fold approach -- designed to strengthen travel within WV across the 200-mile Trail and to attract a broader geographic region that encompasses the Mid-Atlantic regions and attract international markets.

### Elements that the Marketing Plan include:

- A cooperative advertising program
- Website: [www.midlandtrail.com](http://www.midlandtrail.com)
- Rt. 60 Day-tripper
- Public education & relations program
- Hospitality training
- A traveler survey

## Cooperative Advertising Program

Our Cooperative Advertising program includes publication of a Midland Trail Guide, the Route 60 Day-Tripper and an accompanying marketing program including ads in national publications such as Southern Living, AAA, Blue Ridge Country and the WV Travel Guide and commercials on regional television stations. We will also continue our successful complimentary public relations campaign.



# Midland Trail Publications

The MT Destination Guide is the Cornerstone of our Marketing Program.

- Partners
- Branding
- PR Campaign
- Paid Advertising



Route 60 Day-Tripper designed to provide up-to-date travel information and day trips. Big Hit!

- Premiere issue released December 2004
- 10,000 distributed per issue
- Features Midland Trail sites and attractions

Guide Distribution Outlets throughout WV:

- Welcome Centers
- CVBs
- Partners

Fairs and Festivals – Guide Distribution

- The Pumpkin Festival
- Bridge Day
- The Nicholas County Potato Festival
- Mary Ingles Reenactment
- Wayne Fall Festival
- The Mystery Train
- Chilifest
- The Vandalia Gathering
- The Ronceverte River Festival
- Symphony Sunday



# 2003-2007 Print Advertising Program

## Placement and Cost Per Inquiry

On the following pages are examples of our accompanying Mid-Atlantic marketing program geared to motivating potential visitors to call us for a MT Guide. Sample ads, publications and results are shown. Other visitors get our Guide while in state from a Welcome Center or from our partners. Visitors use our Guide to find other activities and attractions along the Trail that entice them to stay longer, come more often or plan a first time visit. The more time travelers spend along the Trail, the more money they spend.

**The top three objectives of this part of our marketing program are:**

- 1. More travelers on the scenic byway**
- 2. Inspiring visitors to travel stay longer or repeat visits to enjoy new sections of the Byway or other activities on the Byway**
- 3. More money is spent with our partners**

### **Tracking Results:**

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

Moving forward we will continue with print advertising with the most successful results (i.e., Southern Living, AAA Tour Book, Blue Ridge Country, Madden preprint newspaper insert, WV Wild and Wonderful) and add television and direct mail to our media mix, as we can afford it.

Our media program is generating about 2500 requests from individuals per month, via phone, email and mail labels. We ask each individual how he or she heard about the Guide and record the information. Almost all who call the office directly to request a Guide tell us they plan to travel on the Trail within the coming six weeks. We have had Guide requests from every state in the union and 8 foreign countries.

Also, we included other devices in the Guide itself like a contest, reader response card and coupons to measure user 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".