SESSION TITLE : Trail promotion & marketing

CONVENER(S): Charlie Tracy

PARTICIPANTS: Justin Fisch, FTA, Pat Fletcher, AMC, Julia Glad, PNTS, Adam Larson, NCT, Jeanne Mahoney, ATC, Karen Niedringhaus, PHTA, Bob Nodine, CFPA, Cindi Ptak, FHA, Josh Surette, AMC, Jennifer Tripp, PCTA, Suzanne Wilson, PCTA

SUMMARY OF DISCUSSION, CONCLUSIONS and/or RECOMMENDATIONS:

What participants wanted to get out of this session:

- Start up strategies in new areas/small communities
- Outreach in small/scattered communities
- Making things fun in marketing and outreach
- "Re-branding" new identity of a trail to maintainers and owners
- Ideas for involving communities and creating stewardship councils
- Mail vs email technology
- are we leaving behind "core" people?
- Strategies to increase awareness of byways
- Marketing to university age students & those who don't think about trails in general (artsy folk)
- Marketing volunteer base vs status of trails
- How to reach future stewards (aka students)?
- Increase awareness of NSTs
- Promote good health
- Promote hiking routes
- "Arizona's/Florida's/California's….. Appalachian Trail" – get rid of this description long term
- how to promote independent identity
- more recognition => more volunteers
- Cool/interesting things to promote trail

Gateway Communities
Chamber of Commerce representatives
Business cards
Uni-grid maps (NPS issued)
Get on the ground

Learn something from others – low tech, unplugged
Research meant to identify gaps
Who travels and what do they like to see
How to make trail/byway a resource for locals
North Country Trail
Western Minnesota byway map – information about NCT & other things along the way
Maps to pass out – working with byways and trails together
Survey of land managers – what is on/near their section of the trail
FNST survey – www.floridatrail.org
Official designation for communities
Trail clubs vs. chapters
Volunteer hike leaders – exposure to AT
Surveys – who is hiking on our trails?
Funding surveys
Volunteer projects – students in university, high school
Eligibility categories for ByWays funding
State tourism research
Specific county economic development
Universities and community college funding
Outreach/hike leaders
Who do you want to engage?
Different ways to reach out & connect
People come from all different venues
Publicity Items
Gifts – property owners, political leaders
Sale – guidebooks
T-shirts – trail logo
Problem based on size (avoid as gift)
Hats – versatility of size
Trail to Every Classroom – ProDev for teachers
AT – year 5 with 250 teachers trained
Art & music events along the trail
Awareness and Collaboration
Hikeathons – breast cancer, etc
National Geographic movie – visuals alone are powerful
Cinematography

Combine landscapes with people
See the variety of ways to get involved
Media releases to print media
Relationships with reporters
Templates for radio & TV
Raise awareness of volunteer program
Missed opportunities with local communities on local news
Host travel writers along the trail – contact state tourism offices
Who is the tourism office hosting and when?
Where are they being taken?
Local Gear Shops – REI, other outfitters
Host discussions, presentations, etc
Brochures, maps, etc
Visual displays
Corporate Sponsorship
Youth program tie in – Ford (PNWT)
Coca-Cola Foundation – urban youth
Getting name out beyond our "little group"

RECOMMENDATION for PNTS ACTION: None