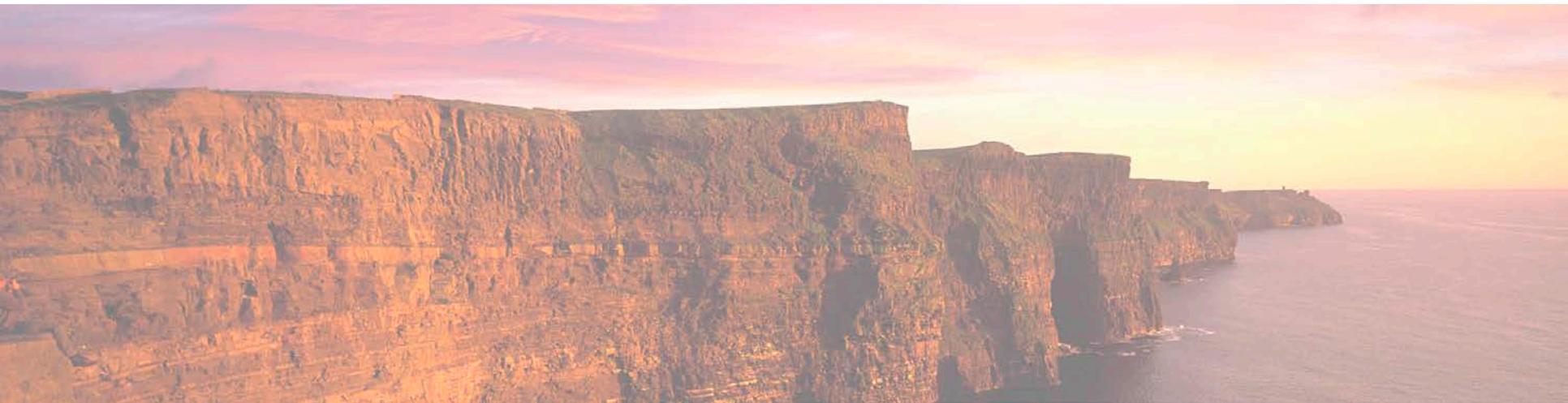
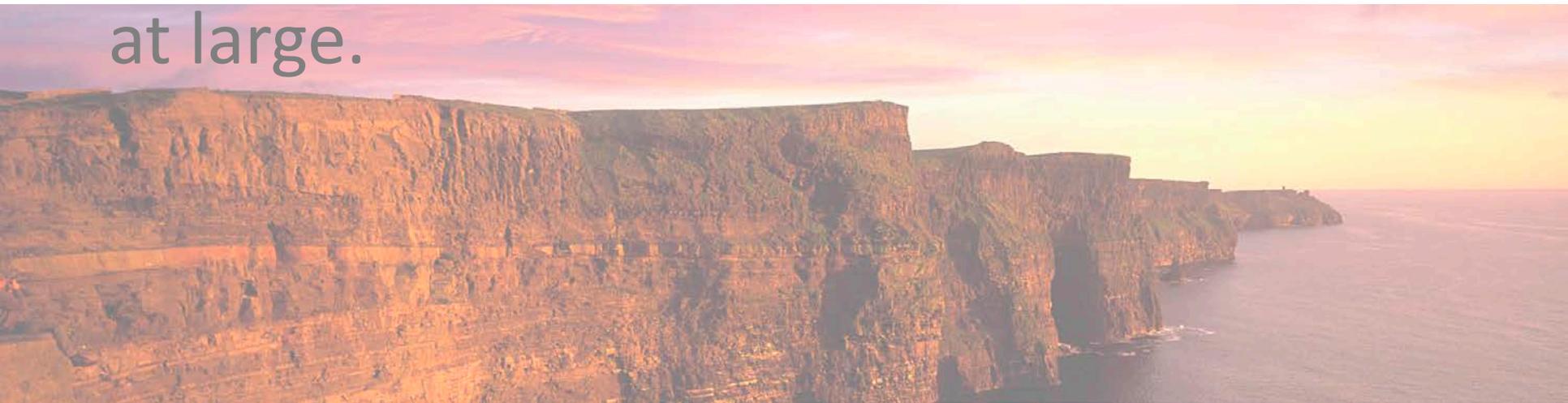


International Trails Marketing



What is marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

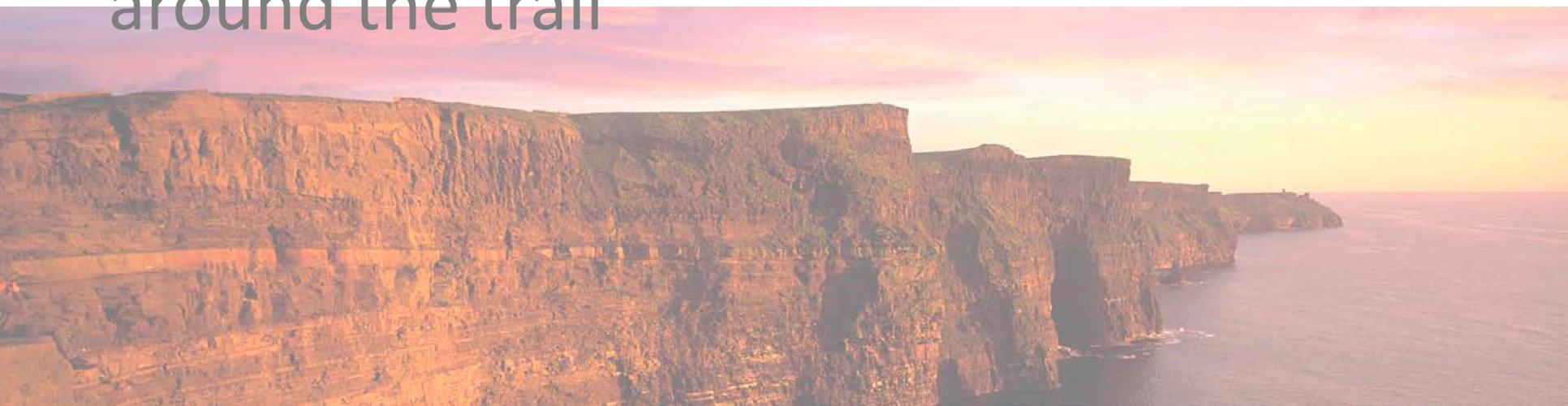


Promotion v information

Activities to achieve the desired goal of increased trail usage

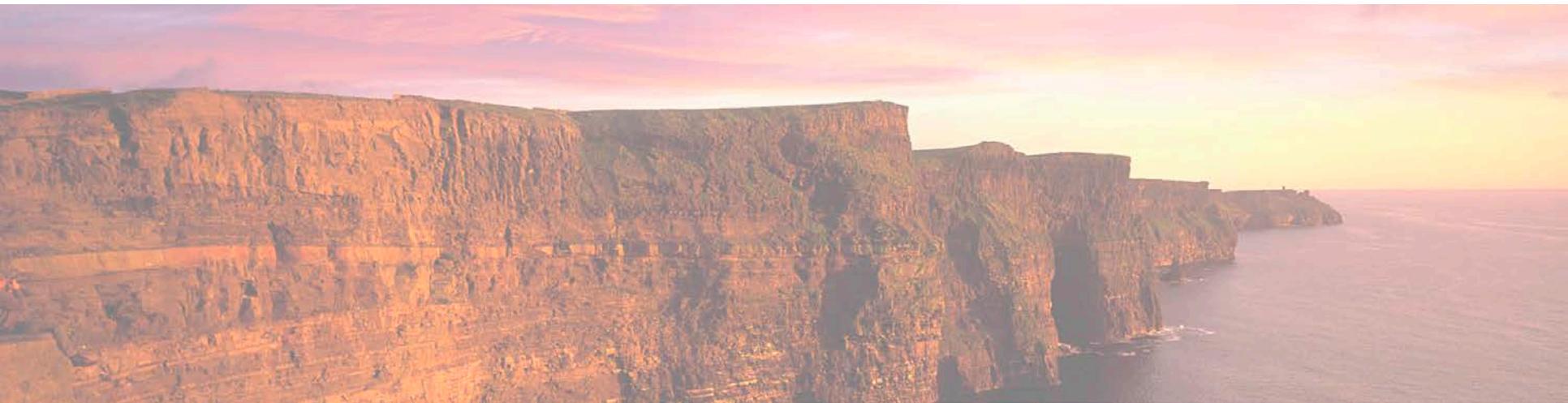
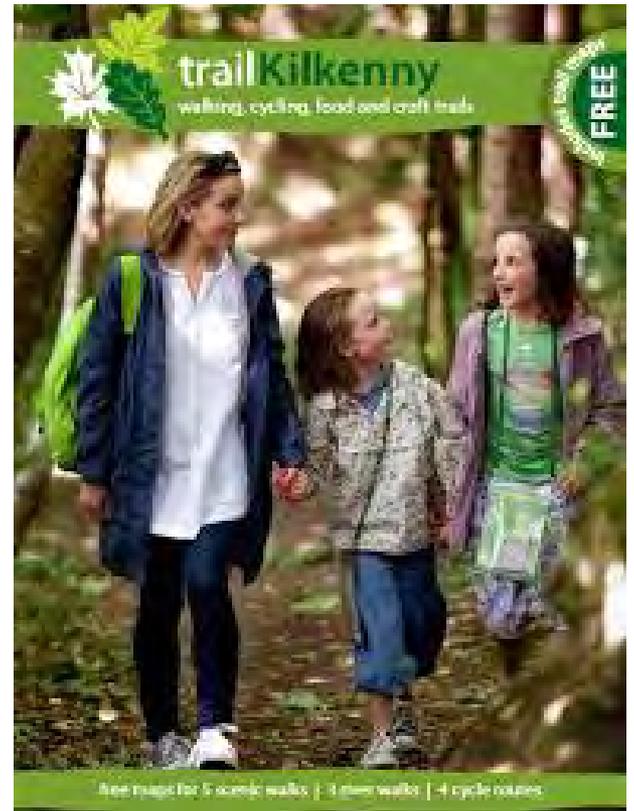
Distinction between:

- information promoting the trail
- information to get people to and around the trail



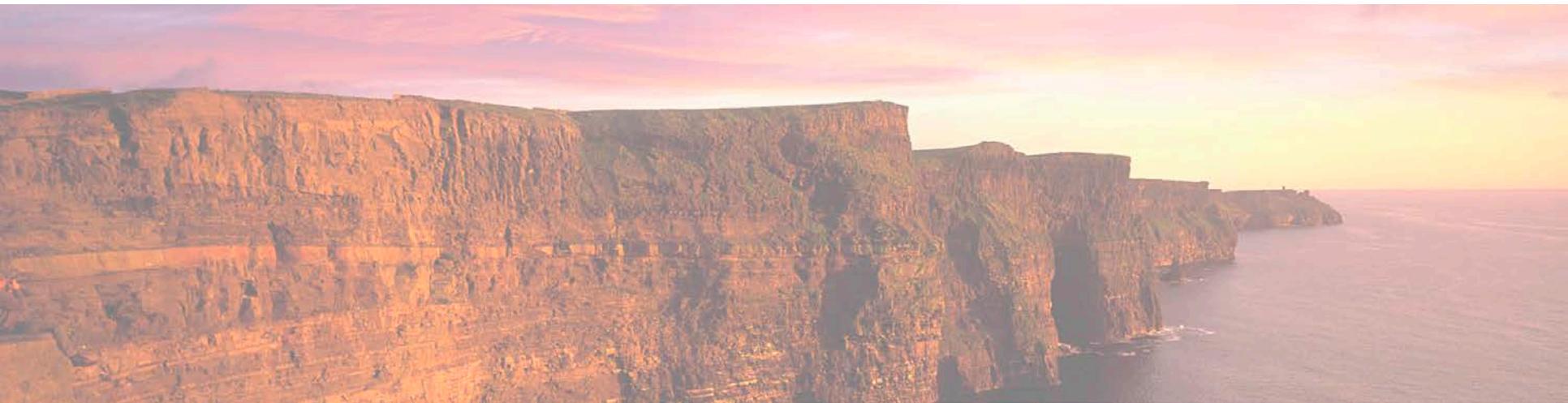
Promotion

Brochure to promote the trail



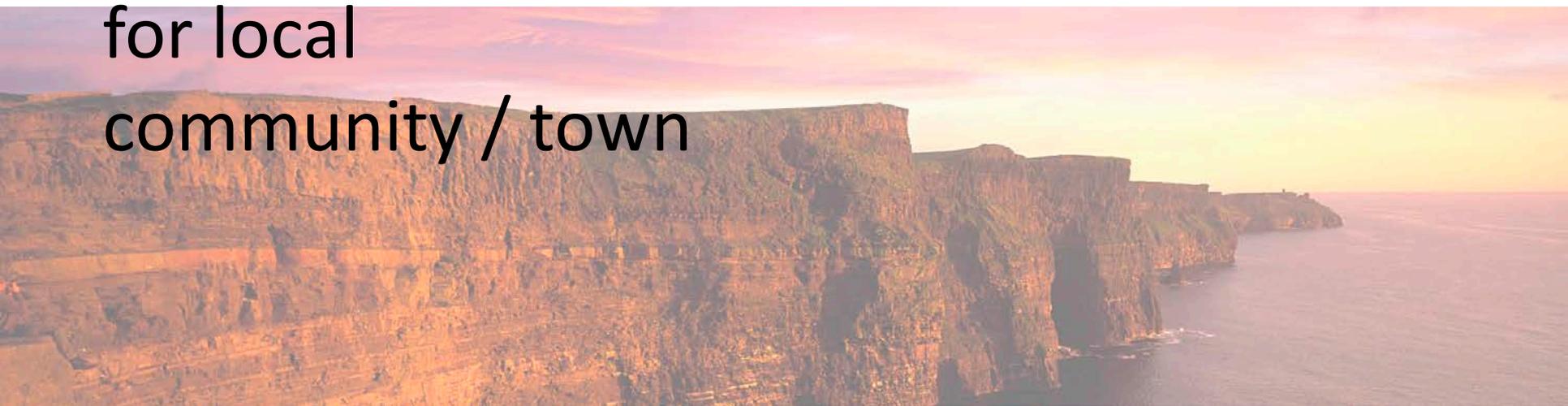
Information

information to get people to and around the trail



Trail marketing

- Increased trail usage
- Getting the right people to your trail
- Economic driver for local community / town

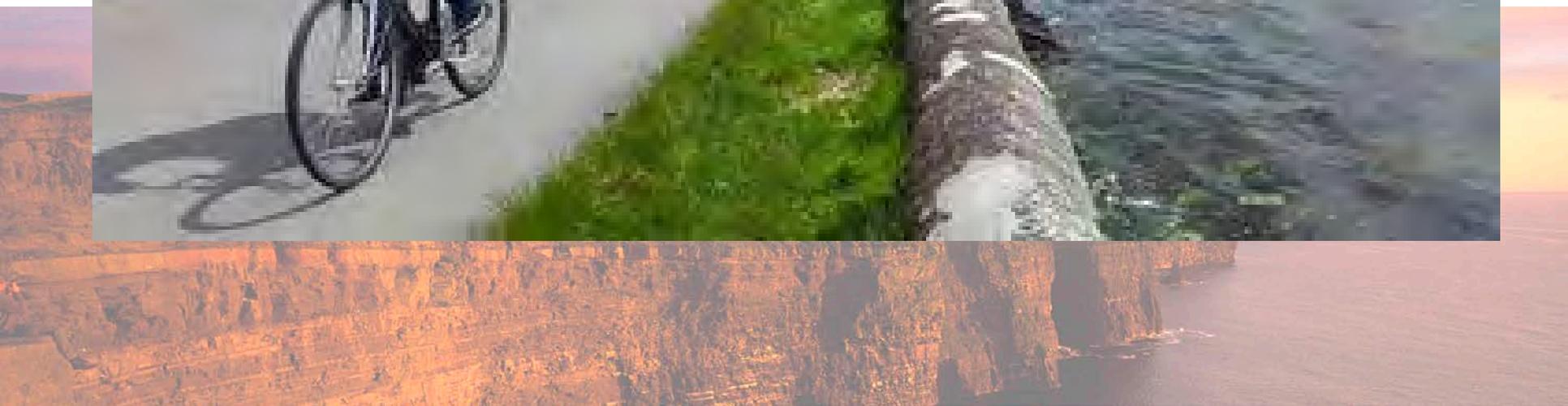


If your trail is:



© Joe Lawwill

Don't market it as:



Case Study: Cliffs of Moher Trail



Trail marketing

Cliffs of Moher visitor centre
the busiest visitor attraction
in Ireland, 1 million+ visitors a
year

- Trail counters measured
14,000 in November
- Trail can't handle anymore
visitors!



Promotion of Trail

FIT (Free Independent
Traveller) v Coaches
Promote local guides, facilities

Cliffs of Moher: Case Study

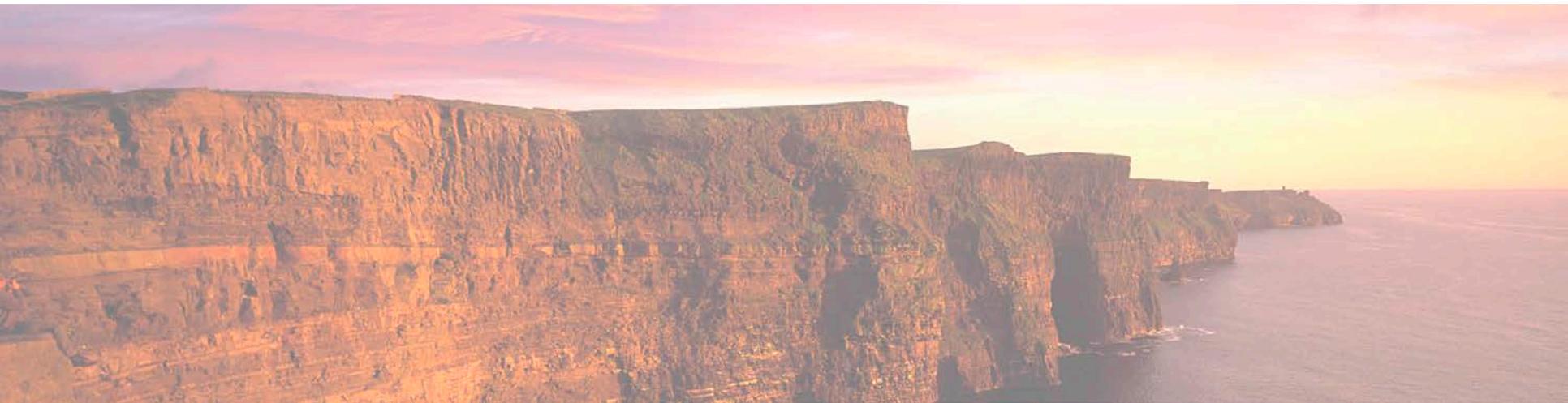


Your trail = your identity



Railtrail

- Simple logo
- no explanation needed
- Works against multiple colour backgrounds



Naming your trail

- In Ireland most trails are named after:
 - a place
 - a person



Graiguenamanagh



It gets worse?

“Muckanagherdauhaulia”

(Means “pig shaped hill between two sea’s”)



Nā Ala Hele

Hawaii Trail & Access System



What if you have a trail with a complicated name?

Different marketing strategy's

- Think chocolate:

Mars Company make:

Mars bars, milky way, snickers, skittles



Is it one trail or a group of trails?

Hershey's make:

Hershey kisses

Hershey milk
chocolate

Different
marketing
strategies – could
you brand your
trail with other
trails under a new
name?





trailKilkenny

MADE in Kilkenny Craft Trail



trailKilkenny

Cycling Trails



trailKilkenny

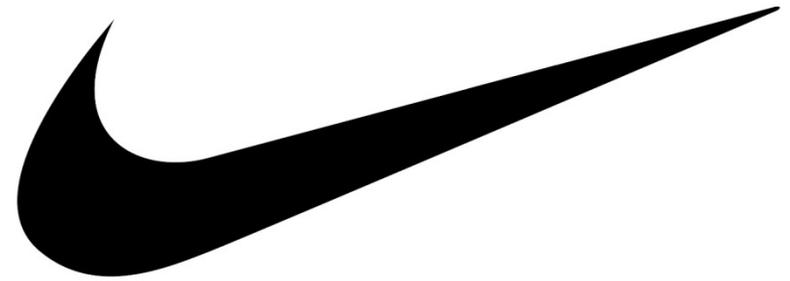
TASTE of Kilkenny Food Trail

Logo / symbol

A great way to identify your trail:

- Think “Nike swoosh”
- The symbol needs to

- be consistent,
- transferrable and
- linked to a colour
- Brand guidelines

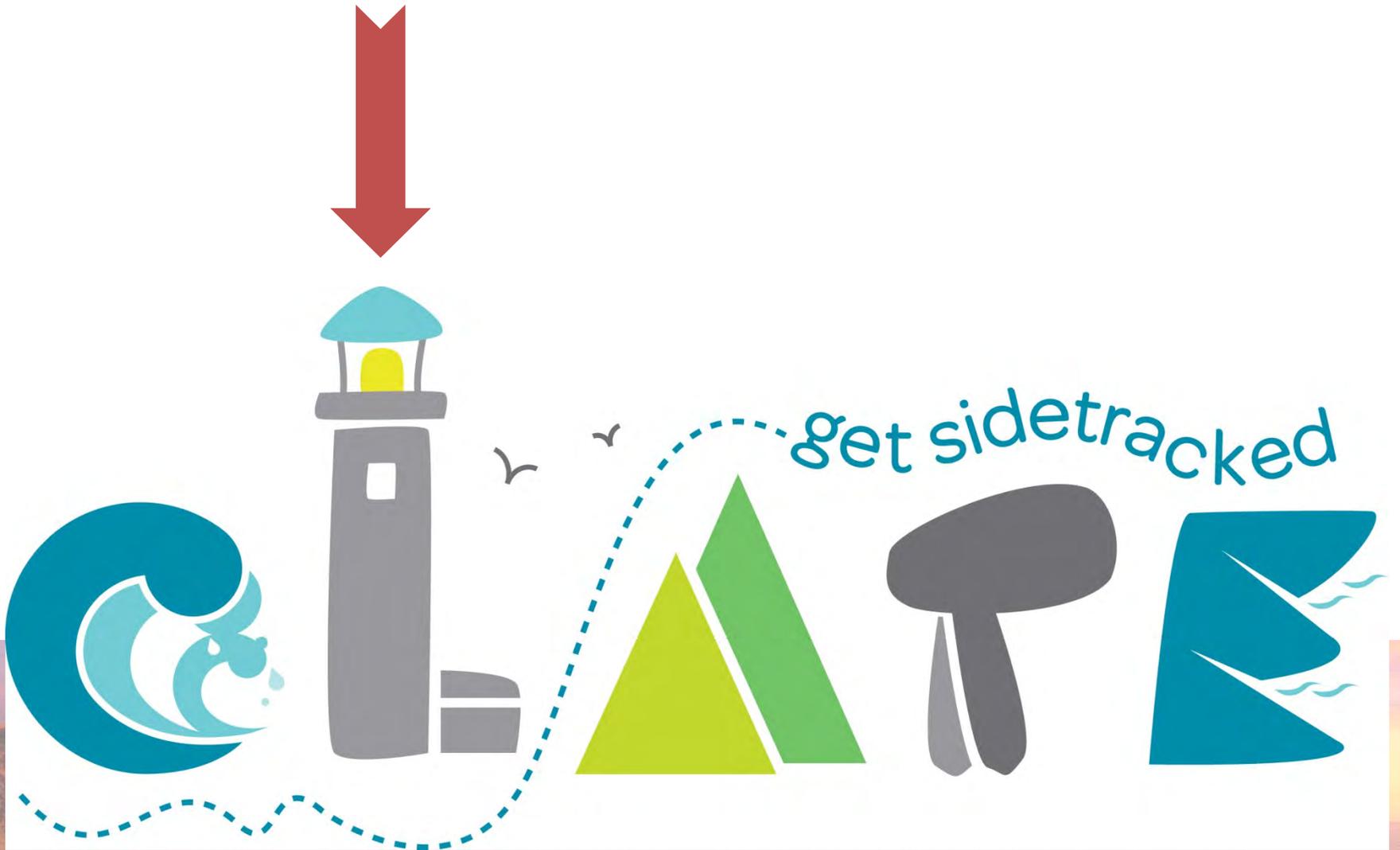


Pair a name with an image

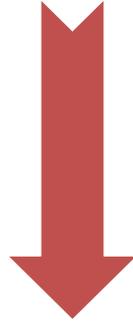




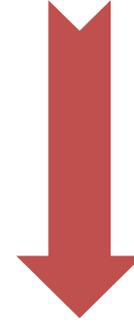










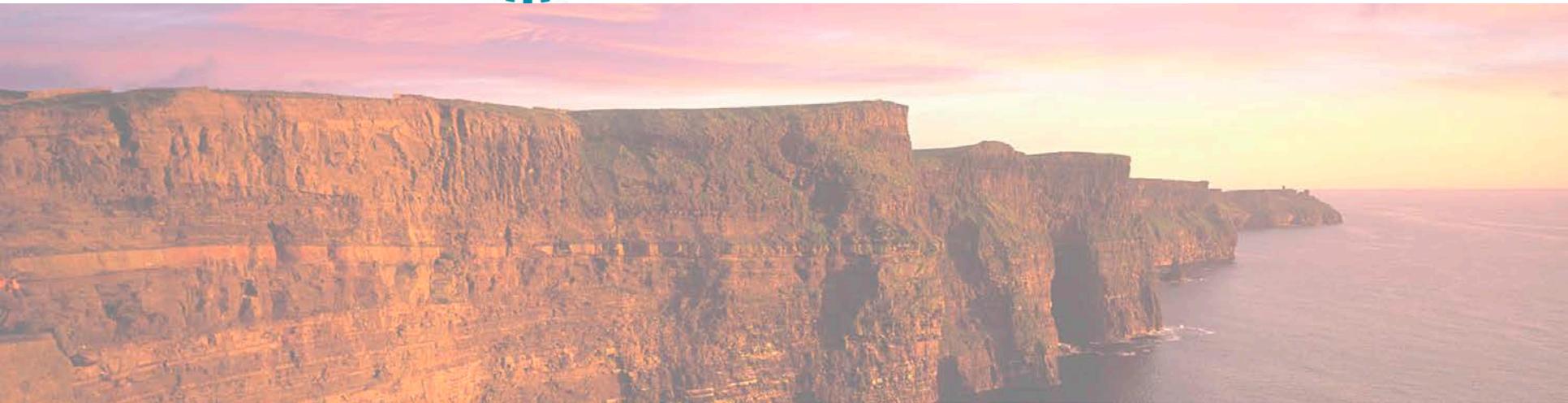






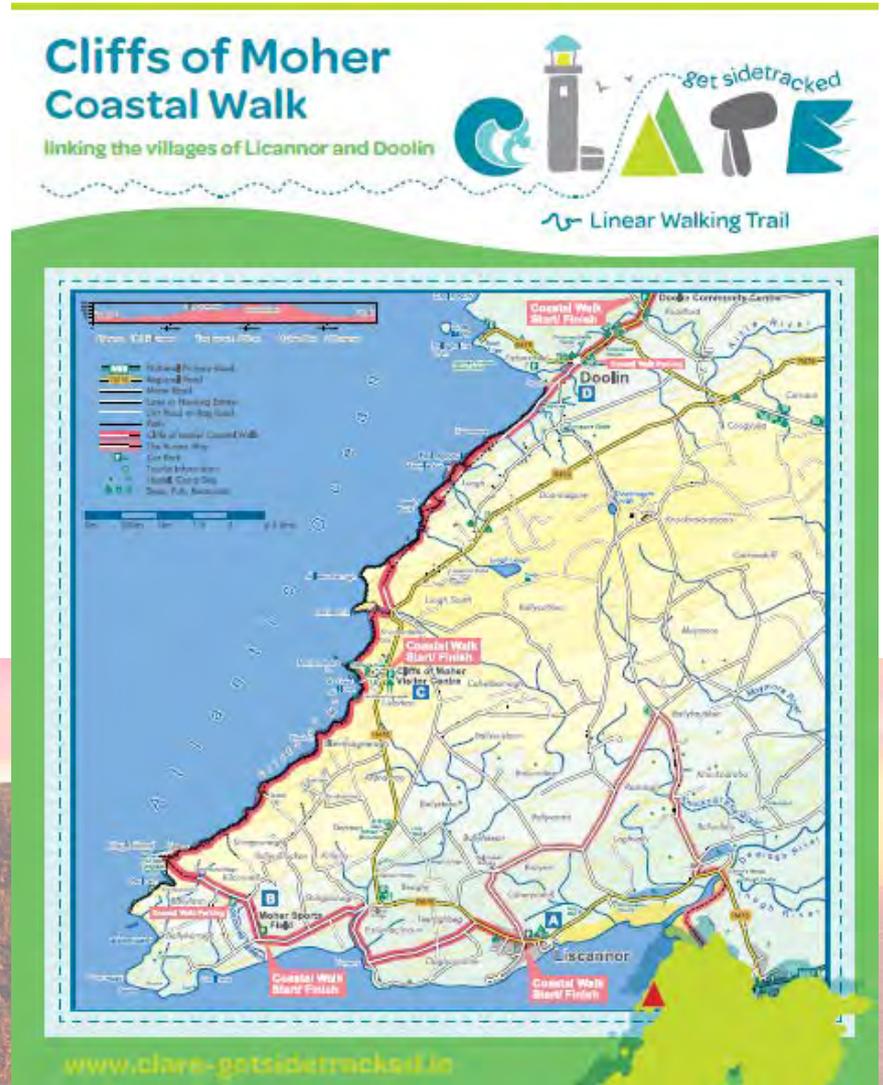


CLARE



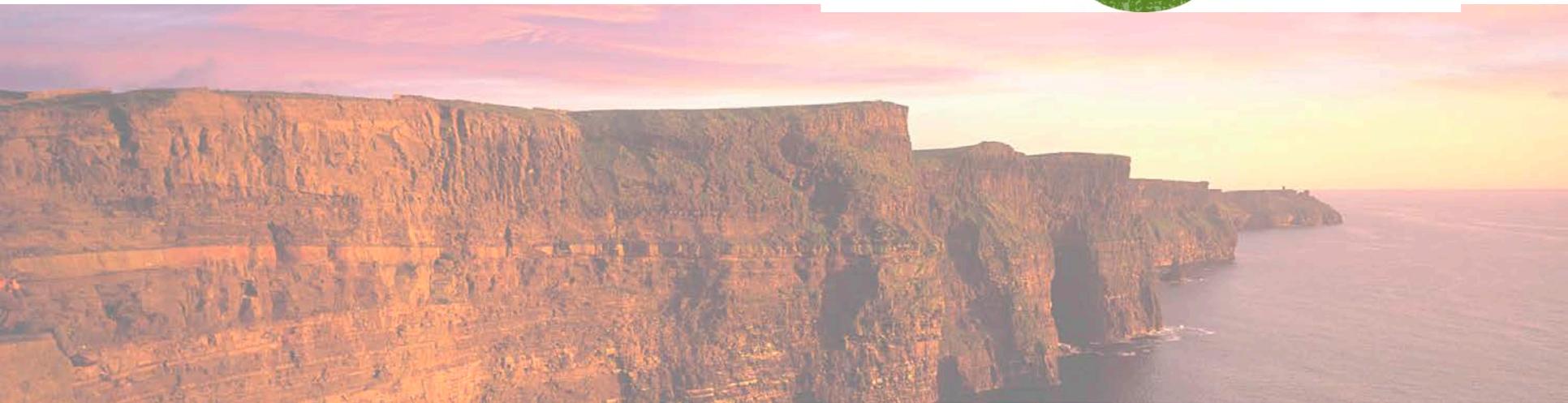
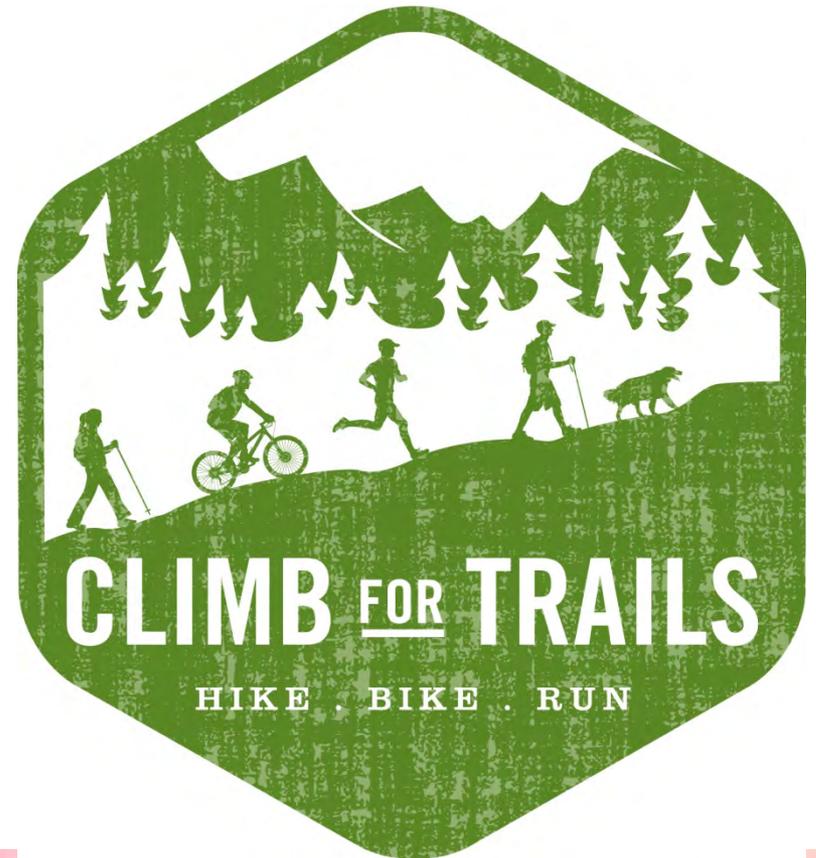
Logo / symbol

The logo will have to go on everything from business cards to web sites to road signs



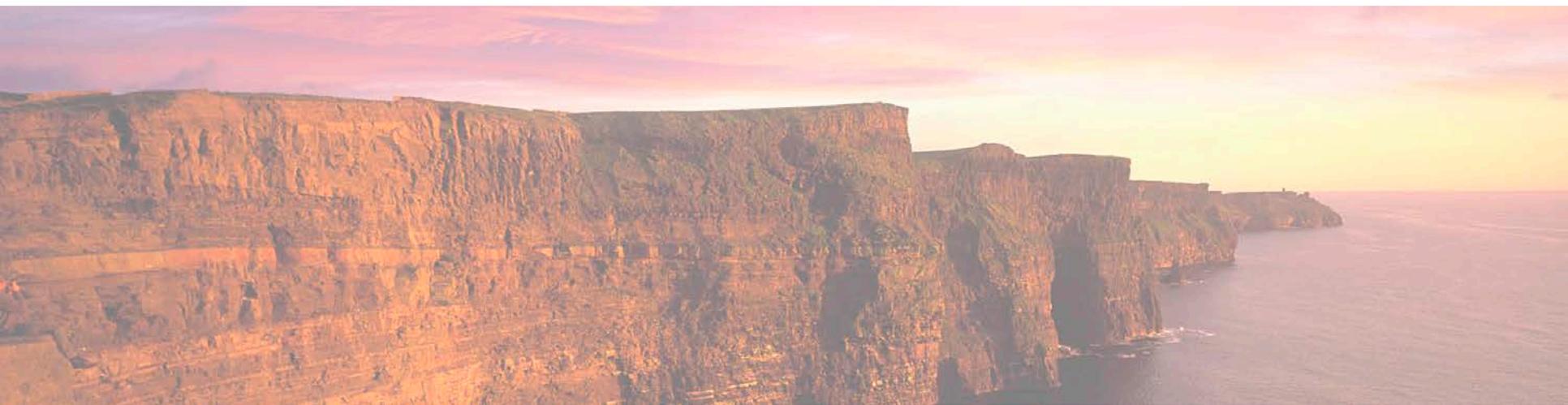
Tag line

Add a tag line to the logo to explain it



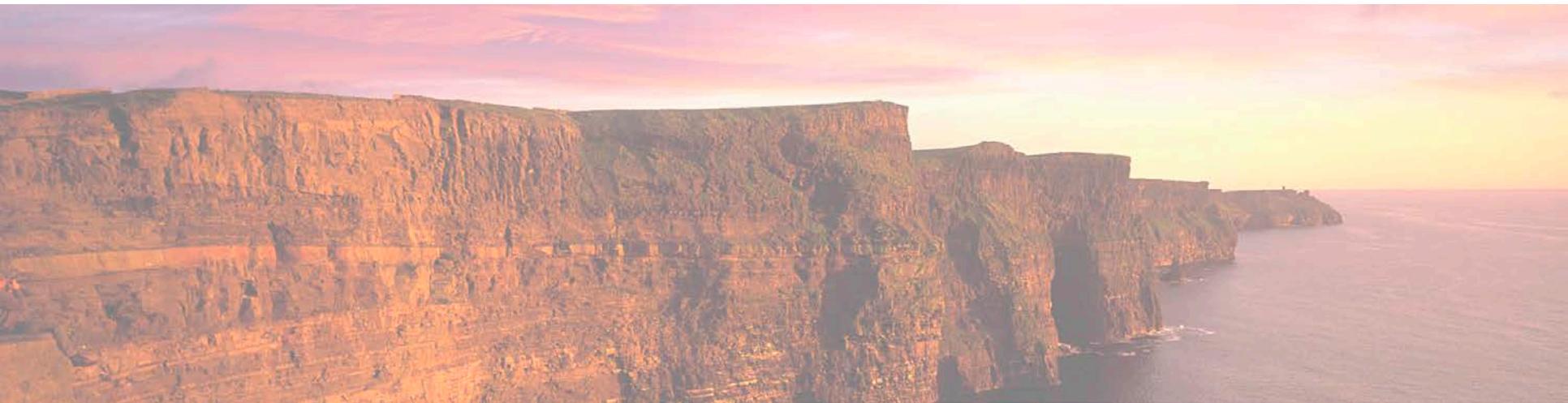
Colour

Use colour to link to your brand or to differentiate a sub brand



Check list:

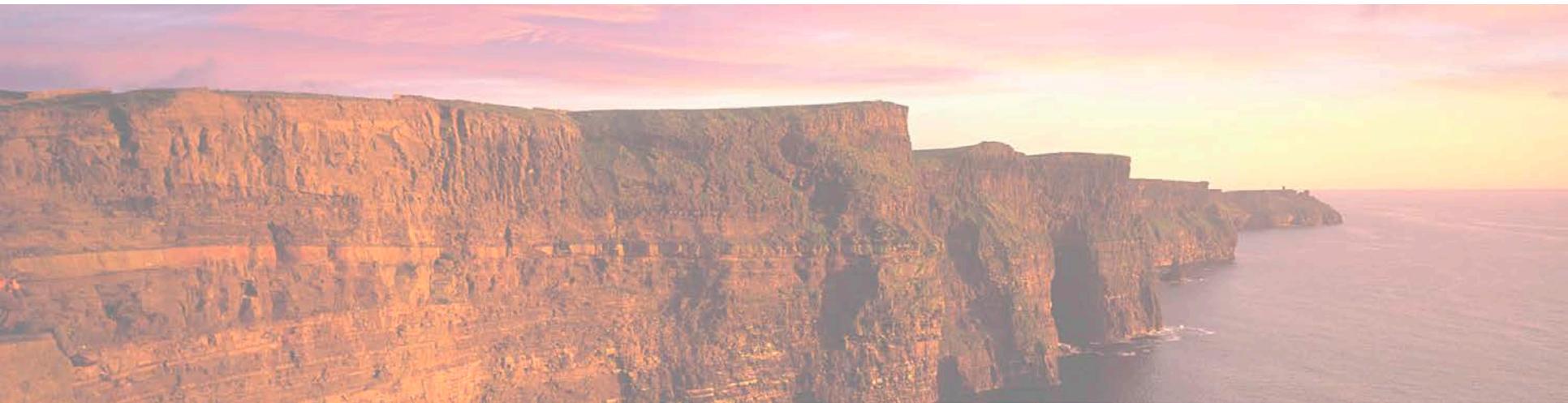
- **Test you idea**
- **Be original**
- **Make it universal**



Develop and commit to a public relations plan

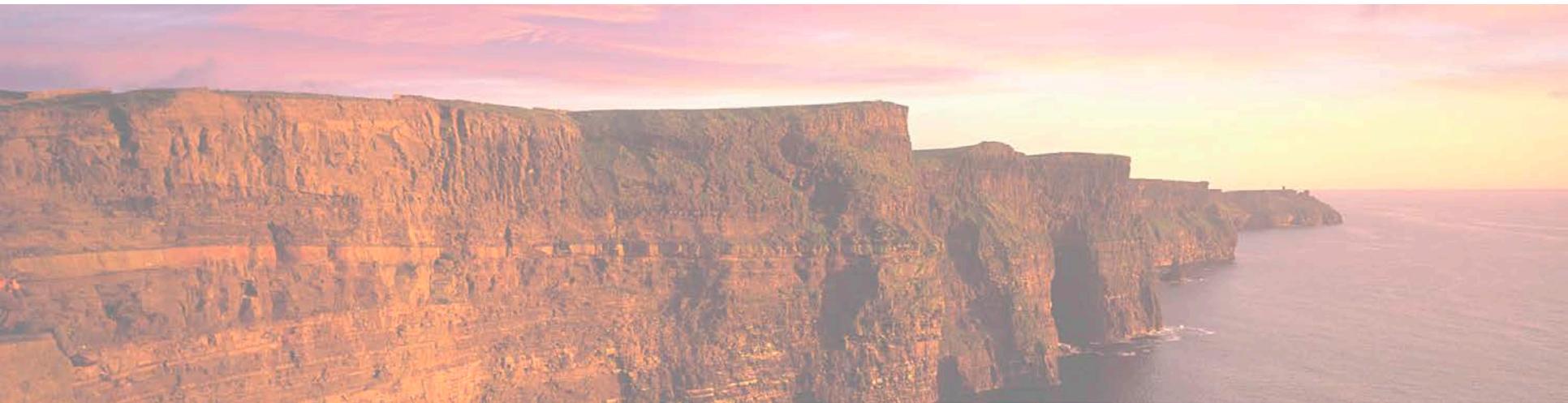
Public Relations Plan

- define the on going activities you will implement to gain and maintain a strong public image



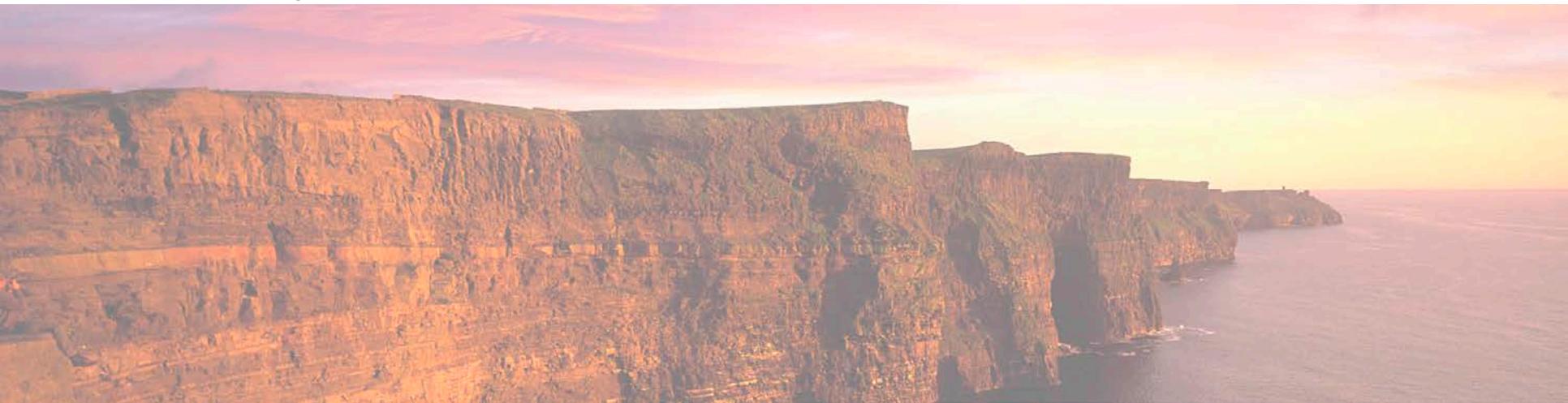
Public relations Plan

- Description of what you want to convey to whom
- How you plan to convey it
- Who is responsible for various activities and by when
- How much money is budgeted to fund these activities



Things to remember:

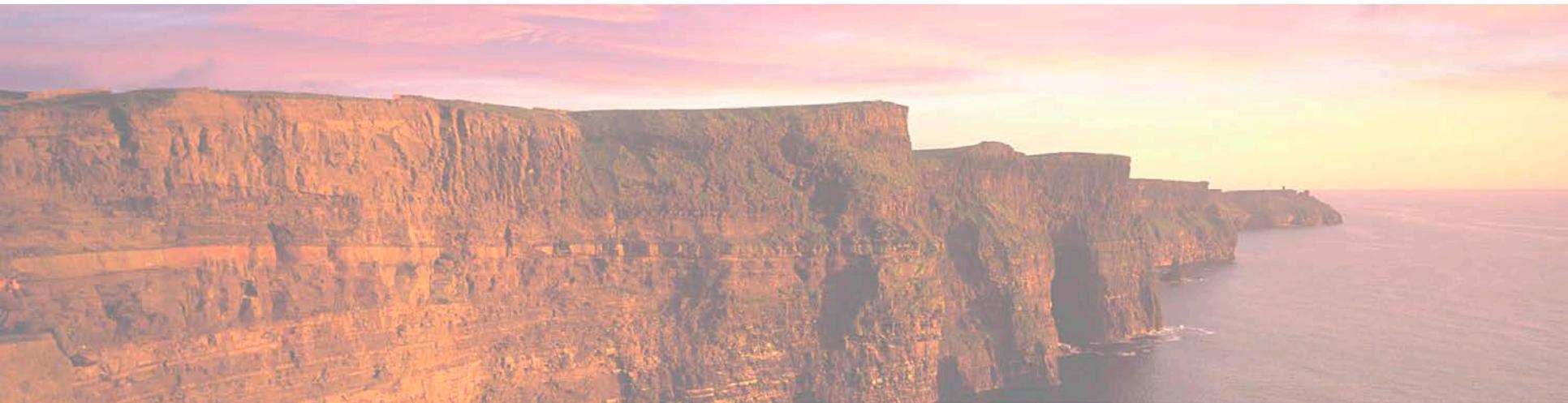
- Marketing plan = target groups needs + available products (trails, programs, events)
- Ensure two way channels of communication
- Develop accurate and relevant trail information
- Focus on increasing the publics understanding of the benefits of participation (health, environmental, social)



Provide clear and accurate trail information:

Provide clear and accurate information essential for:

- “know before you go”
- location, length, grade, width, thread, degree of difficulty



Create a website

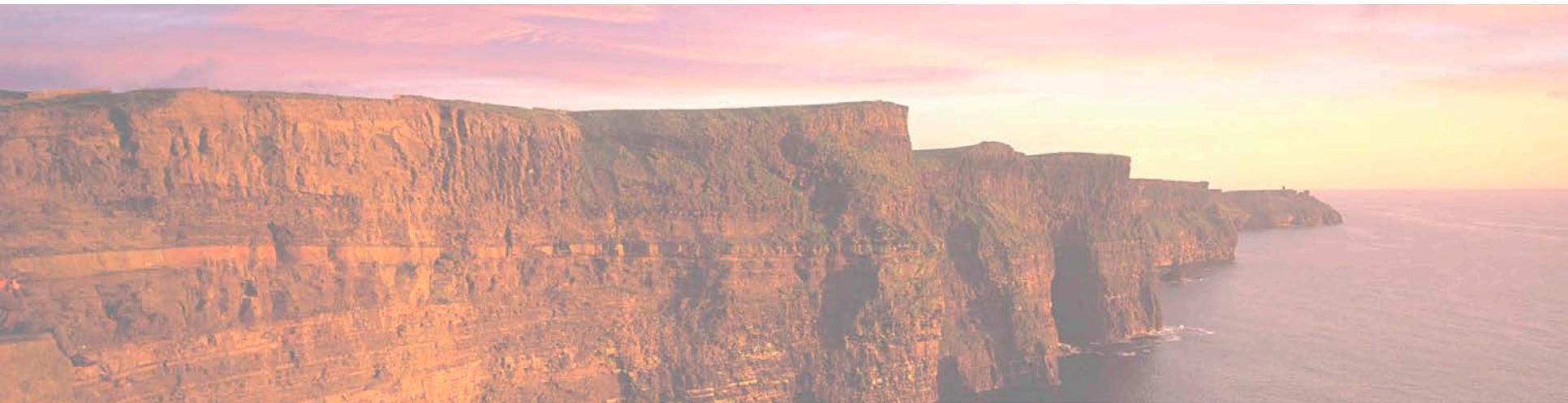
An on-line space

you control 100%

Actively and

consistently market

your website



Create a website

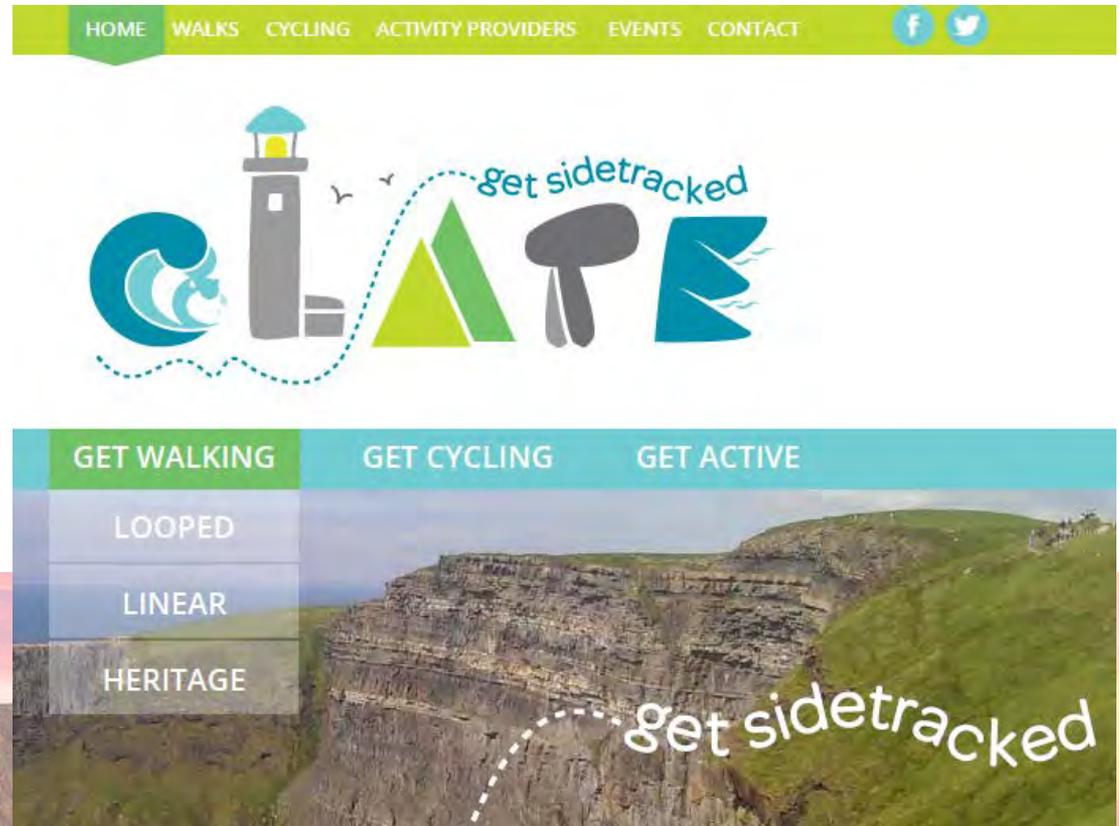


"If you build it, they will come."
Sounds appealing, but it's not going to happen.

On-line marketing

Website

Central hub for
all your
information

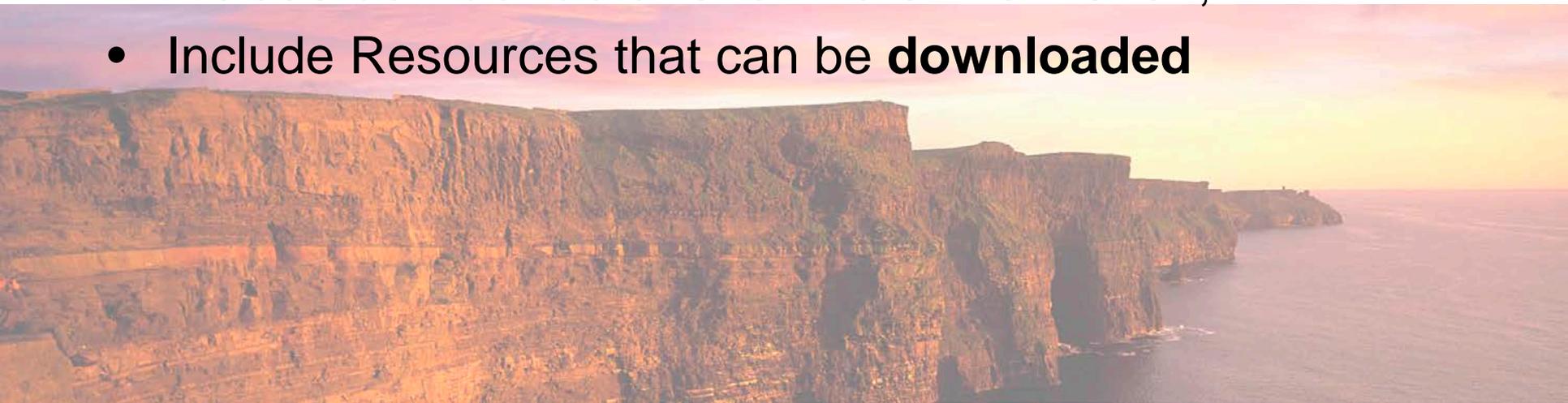


Your website must be mobile ready



On-line brand

- Be well designed and attractive with good graphics and pictures;
- Be easy to navigate;
- Reflect the needs of the target audience;
- Provide key information - general description, length, difficulty, permitted uses, trail use and safety guidelines;
- Include **contact details** for more information;
- Include Resources that can be **downloaded**



Social media

- Add new content monthly
- Promote via e-mail signature
- Promote on all printed material
- Create e-newsletter



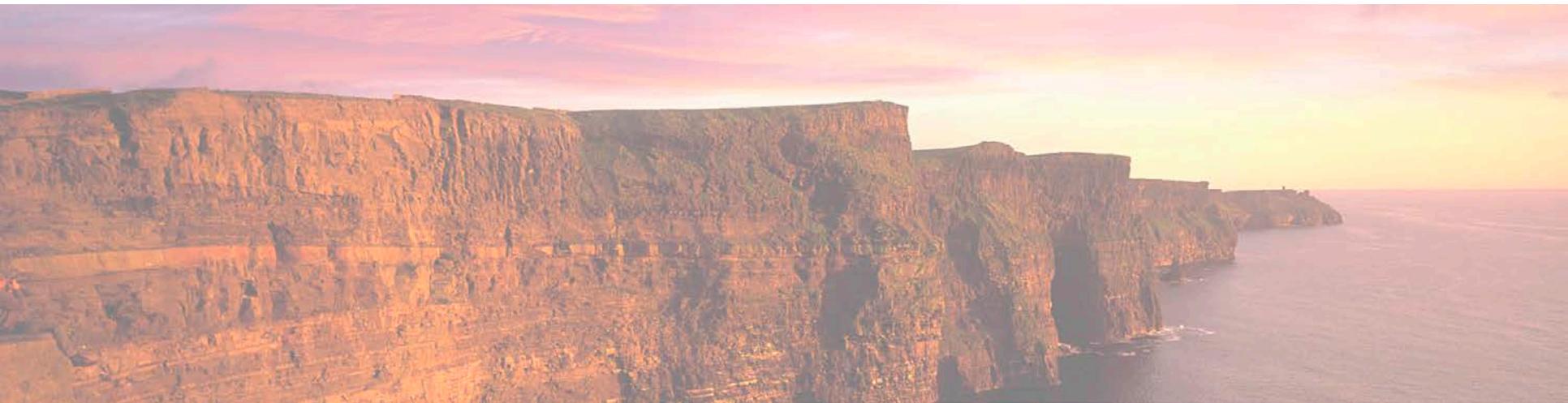
Twitter

- Short name, great twitter handle
- Direct messaging making quick contact possible



Additional items

- Add new content monthly
- Promote via e-mail signature
- Promote on all printed material
- Create e-newsletter



Case study: www.bikepacking.com



Case study: www.bikepacking.com

KOKOPELLI TRAIL (BIKEPACKING ROUTE + PORCUPINE RIM)

/ ROUTES / THE UNITED STATES / THE SOUTHWEST /

CONTRIBUTED BY

The Kokopelli Trail (AKA Kokopelli's Trail) is a classic bikepacking route connecting the two mountain biking nerve centers of Fruita and Moab (1/3 of the total 'Grand Loop'). The route is an epic medley of singletrack, doubletrack, sand and tarmac... technical climbs, rugged descents, and graded terrain.



LOGAN

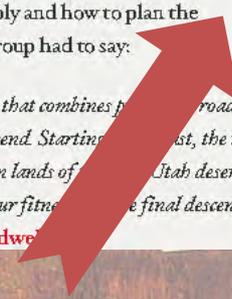
PEDALING NOWHERE

SHARE 260

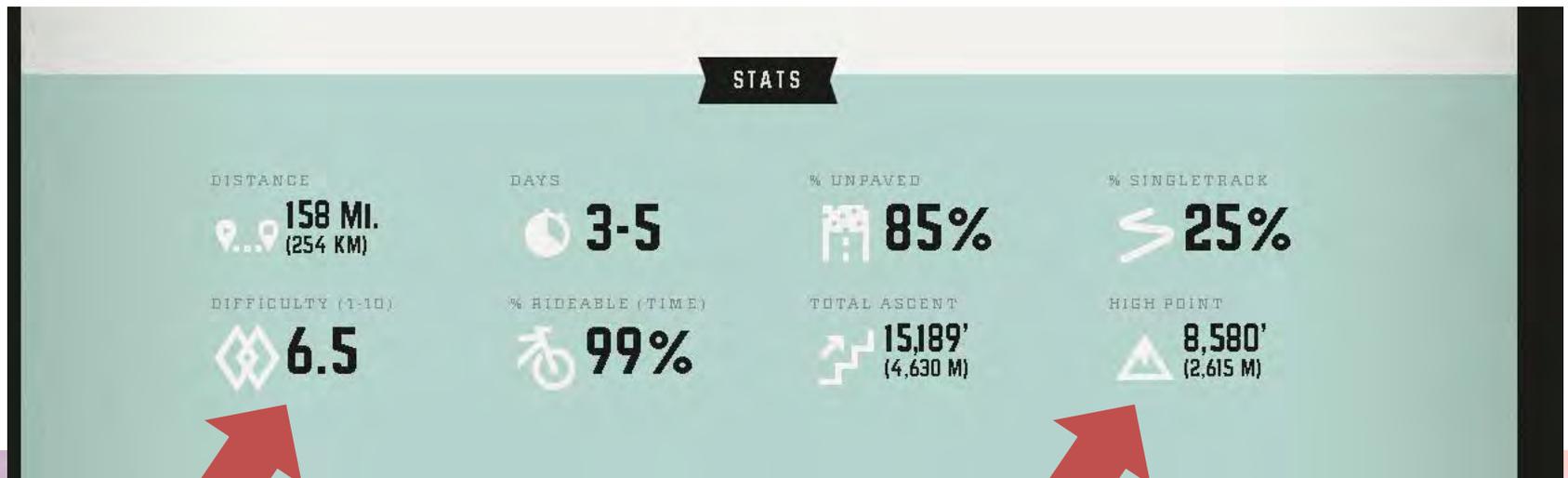
Find a detailed guide on the route below including parking, resupply and how to plan the perfect trip. Here's what several members of our four-top riding group had to say:



"The Kokopelli Trail is a beautiful route winding from Fruita to Moab that combines paved roads of all varieties with surprisingly technical single track to keep you guessing about what lies around each bend. Starting in Fruita, the route becomes richer and the landscapes more Mars-like with each mile you travel towards the canyon lands of the Utah desert. Sand, dirt, gravel, slick rock, creek crossings, you name it. Two long climbs topping out at 8,400' will test your fitness. The final descent along Porcupine Rim will blow your mind. This is the way to enter Moab!" - Joel Caldwell ([joelcaldwell](#))



Case study: www.bikepacking.com



0



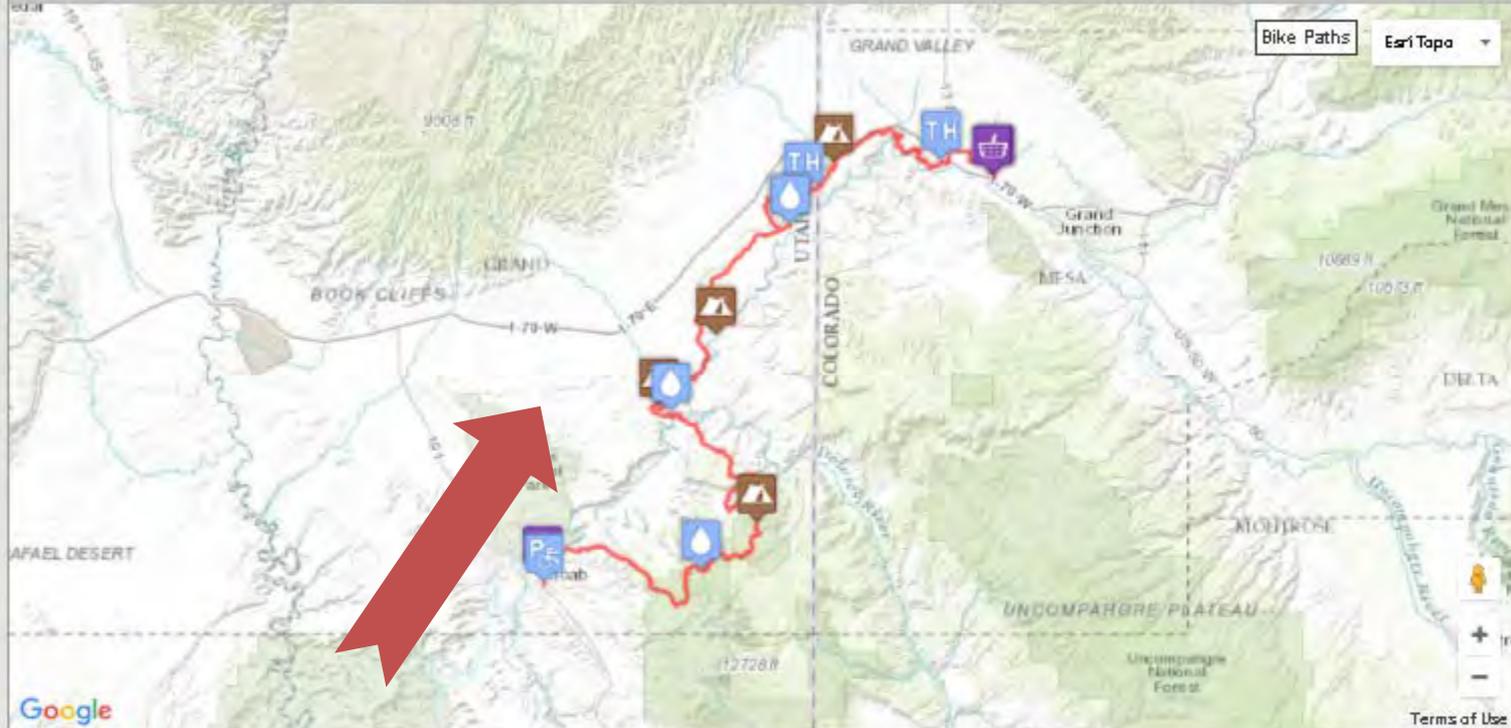
Photo by Joe Criss





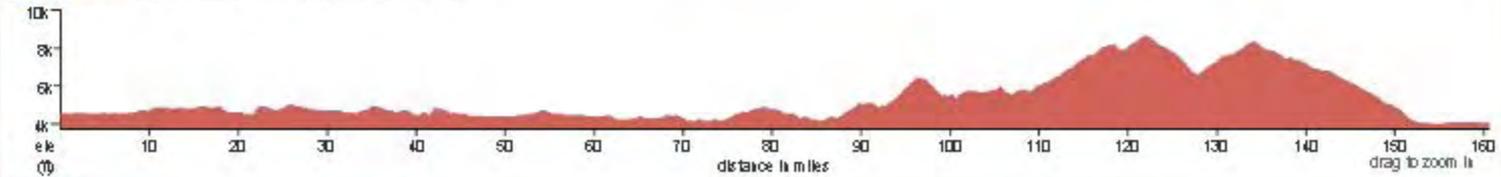
160.6 miles +15189 feet / -15695 feet

[View full route](#) [Profile for BIKEPACKING.com](#) [Free Signup!](#)



Google

ELE **GRADE**



[DOWNLOAD GPX](#) [DIRECTIONS](#)

TAGS Bikepacking Colorado

34 Comments BIKEPACKING.com

Login

Recommend Share

Sort by Best

Join the discussion...



Miles Arbour · 5 months ago

Rode the route this past week from April 18th - 21st , conditions were prime. Only a bit of snow on the sides of road up in higher elevation, water at Westwater Station, most springs / streams were dry.

Made it a mission to bring our drone, 2 DSLRs and a GO PRO for each rider. Trip video coming this week. Will post the link when it is ready!

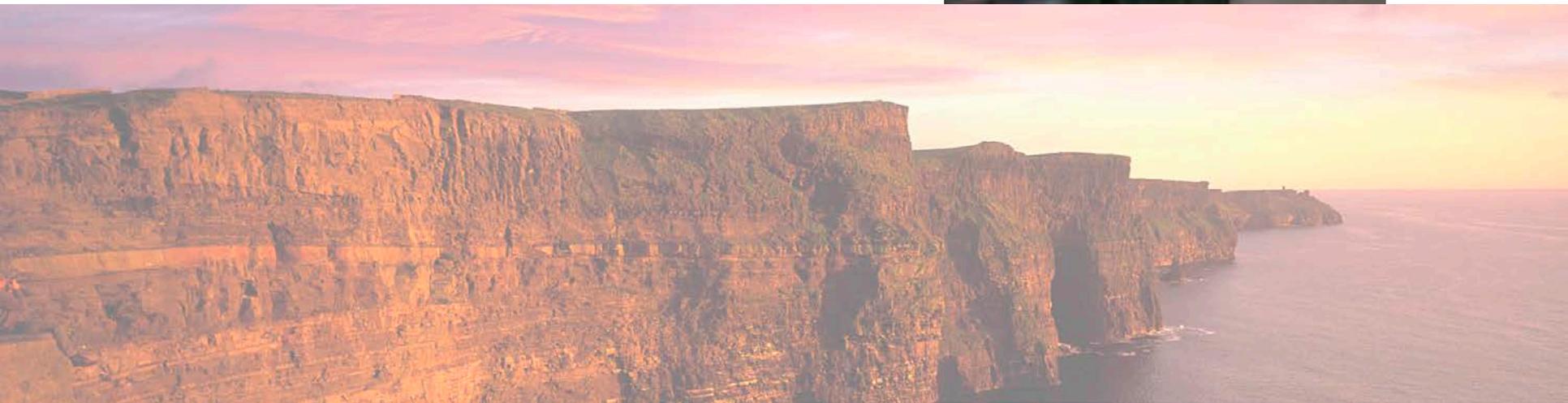


1 ^ v Reply Share



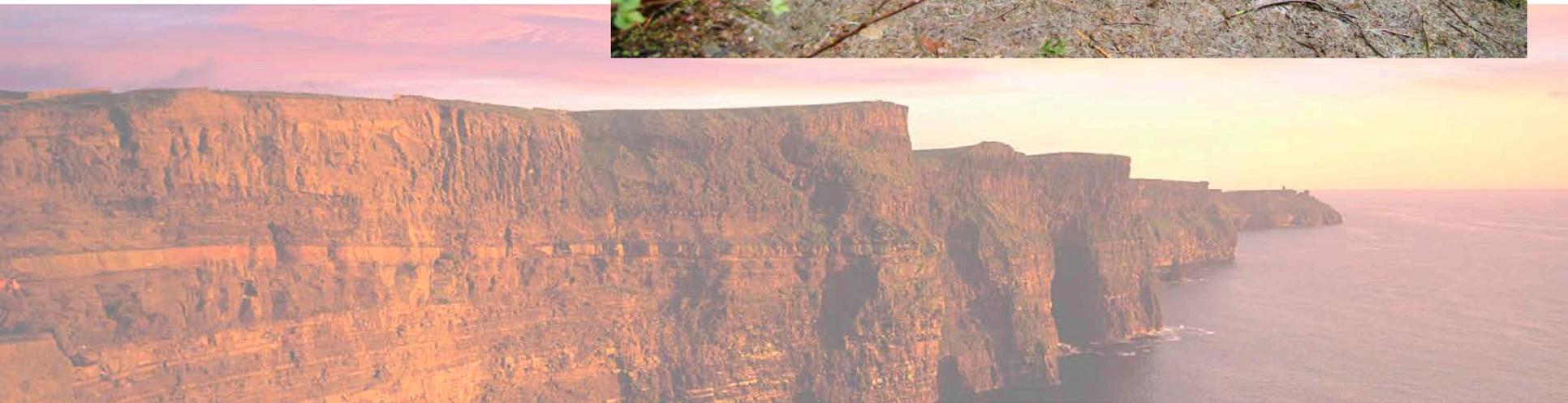
Establish mutually beneficial marketing relationships

Create and nurture partnerships and alliances with other groups and organisations to further mutual goals



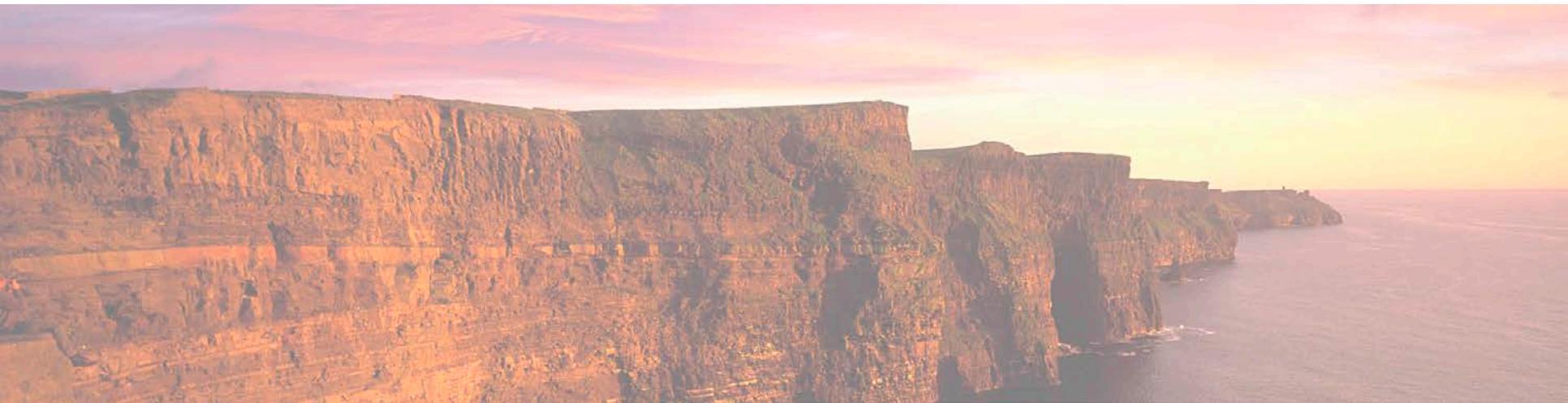
Summary

- Make sure your trails are ready to market



Summary

Consistent brand
across all
publications



Summary

Develop a website and social media presence

INTERNET USAGE AROUND *the* WORLD



2,405,518,376

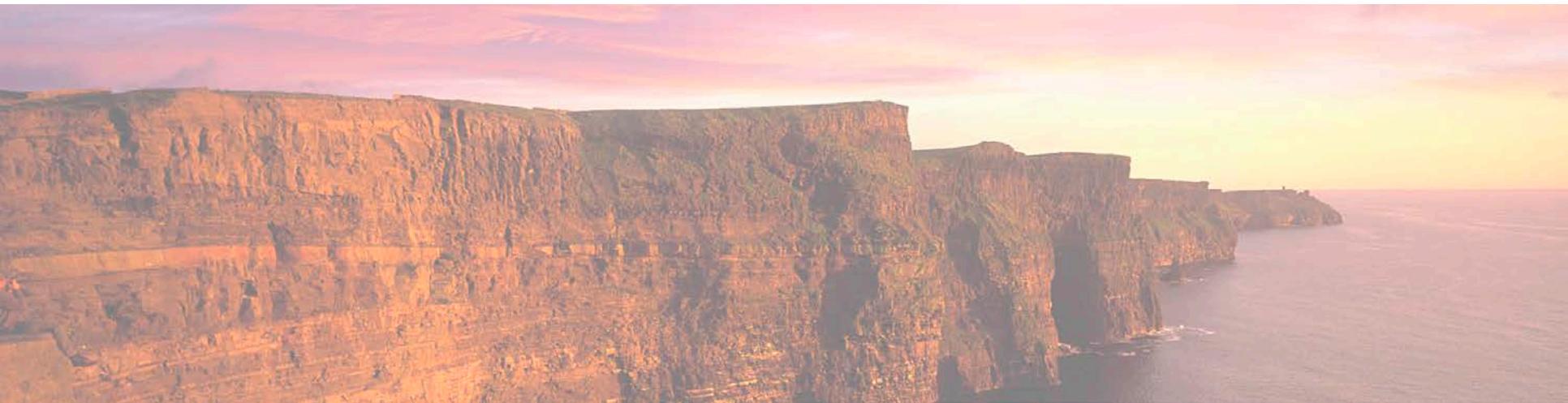
**INTERNET USERS
WORLDWIDE**

70%
of them



USE THE INTERNET
EVERY DAY

Thank you



Contact details:

Name: Eoin Hogan

E-mail: ehogan@cldc.ie

Website: www.clare-getsidetracked.ie

