MARKETING A WATER TRAIL

Weekend for Rivers Conference
2011
Now that you have your trail developed, what’s next...

Market ~ Promote ~ Communicate!

1. Ideas on how you can utilize existing tourism infrastructures
2. Resources that exist to help you promote your water trail
Build Community Support

- Building and expanding community support for the water trail is a never-ending process and should be considered an essential element of the management and marketing plan.

- Provide a variety of interpretive educational programs to inform both children and adults about the waterway.

- An informed citizenry will value and champion the trail and become active in stewardship activities.
❑ **Conduct Interpretive Programs**
  Use staff members, volunteers, and outfitters to interpret the area's natural and cultural heritage on trips along the water trail and on adjacent lands.

❑ **Hold Special Events**
  Sponsor water festivals, paddling trips, sojourns, canoe races, and other water-related events to broaden community support for the trail.

❑ **Promote Conservation Practices**
  Include conservation messages in your publications and signs and inform the public about the trail's connection with programs to restore the ecology of water trail.
  
  – Conservation and Education Programming
  – Brochure Development & Distribution
  – Website Development & Maintenance
  – Trail Signage and Exhibits
  – Directional Signage
Local Tourism Resources

- Chambers of Commerce
- Convention & Visitors Bureau
- Local Welcome Center
- Lodging
- Restaurants
- Attractions
  - State Parks, Nature Preserves, Outfitters, etc.
- City Councils & County Commissioners
- City & County Recreation Departments
- State Agencies, i.e. DOT, DNR, GDEcD, etc.
- Local Media
- National Entities at the Local Level, i.e. National Forests, Parks, etc.
Regional Tourism Resources

☐ Regional Travel Association
☐ Regional Commissions
☐ RC&Ds
State Tourism Resources

- Georgia Visitor Information Centers
- Regional Tourism Representatives
- [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org)
- Georgia Travel Guide
Georgia Visitor Information Centers

☐ Georgia on My Mind Days
☐ Brochure Distribution
Regional Tourism Reps

- Monthly Reports
- Media & Group Leads
- Fam Tour Participation
www.ExploreGeorgia.org
Exposure on EG Facebook & Twitter
Free Attraction Listing

Toccoa River Canoe Trail

Overview

The Toccoa River Canoe Trail utilizes 17 miles of the Toccoa River from Deep Hole Recreation Area to Lake Blue Ridge. Enjoy views of forested public lands, pastoral private lands, and laurel and rhododendron thickets, along with great fishing and some rapids.

Hours of Operation

Call for details

Fees

Parking FREE

More Information

Visit Website
Phone: (706) 632 - 3031
Free Event Listing

Blackwater Paddle

Overview

What to See & Do

Blackwater Paddle at Wilderness Southeast - Georgia Events - Overview - Explore Georgia - Windows Internet Explorer

After basic canoeing instruction, your WGE naturalist will lead the way downstream past tupelo and cypress trees, their dark, twisted trunks reflecting perfectly in the mirror-dark water. You'll be on the lookout for turtles, herons, and noisy kingfishers diving for their next meal. Maybe you'll be lucky enough to spot a shy alligator sunning in the shallows. There's beauty around every bend in every season. Be sure to bring your camera.

Fees of $4/person includes canoe, paddle, and basic instruction. Tour size 4-16 people. Meet in Illinois, GA.

Reservations required.

Dates and times
- February 3rd 12:00 PM - 4:00 PM

Fees
- $4 per person

Parking: FREE

Additional Fee Info:
Special Offer: Purchase and get a 10% discount all weekend. (* tour meets minimum # of paying participants).
Georgia Tourism Division Resources

• [www.MarketGeorgia.org](http://www.MarketGeorgia.org)
  – Regional Rep Reports
  – Georgia On My Mind Days
  – Product Development Grant Information
  – Regional Marketing Grant Information
Other Marketing Resources

- Travel Writers
- Local, Regional and National Media
- Outfitters
- National Agencies & Organizations
  - National Park Service
    Rivers, Trails and Conservation Assistance Program
    www.nps.gov/ncrc/programs/rtca/whoweare/wwa_who_we_are.htm
  - American Trails
    National Recreation Trails Program - Paddling and Water Trails
    www.americantrails.org/nationalrecreationtrails/waternrts.html
- Statewide Organizations
  - Georgia River Network – www.garivers.org
  - Georgia Canoe Association - www.gapaddle.com/
- Facebook, Twitter, Linked-In, etc.
- List of Trails - www.paddling.net/watertrails/
- List of Paddling Clubs - www.paddling.net/associations.html
Take Away...

NETWORK, NETWORK, NETWORK, NETWORK!
Questions?