

12 Ways to Maximize the Civil War Trails

1. Display your Civil War Trails decal and flag.
2. Create seasonal displays for visitor centers and attractions.
3. Include the Civil War Trails icon on your promotional materials and website.
4. Mandatory ads and articles in your visitor guide.
5. Communicate events and special weekends in your e-newsletters and other updates to your members, clients, and guests.
6. Include information and images on the home page of your website.
7. Include a mention of the Civil War Trails on your organization's answering machine. Example: "Thank you for calling the Hershey Harrisburg Regional Visitors Bureau, our normal office hours are....and remember the Civil War Trails are always open, visit www.hersheyharrisburg.org for more information."
8. Conduct "frontline" informational hospitality training for your staff and offer it as a service to your members.
9. Host a "field trip" or familiarization tour for hospitality, sales, and marketing partners.
10. Download the "Letters from Home" for use as turn down gifts, conference packet inserts, etc.
11. Train the personnel at your sites to promote the upcoming sites along the trail to further create a "theme park" experience.
12. Educate your board members, community leaders, and local officials about the Civil War Trails, and your bureau's involvement with the project.