

Building for Trail Tourism Success

Elements of Trail Tourism Success

Advocacy for Trail Tourism	The ability to influence decisions within political, economic and social institutions, including state tourism boards and destination marketing organizations (DMOs), to affect public policy, laws or budgets that support trail tourism.
Building a Trail Tourism Ecosystem	Prioritizing the development of amenities—desirable or useful features—that enhance the quality and usability of the trail experience, and encourage the economic participation of residents and visitors. These include functional infrastructure (e.g., restrooms, bike repair stations, information kiosks, etc.) as well as enhancements to user experience, such as public art, interpretive signage and other features that position the trail as a destination.
Demonstrating the Impact of Trail Tourism	Gathering the data and insight necessary to educate and build support among key stakeholders and decisionmakers, developing a shared understanding of the benefits of trail tourism, pursuing evaluation strategies to demonstrate impact, and communicating outcomes to local businesses and community members.
Funding Trail Tourism	Developing a strategy to secure financial resources to support efforts to bolster trail tourism, including trail-specific needs, programs, projects or activities like marketing, outreach, events and programming.
Developing a Regional Trail Identity	The effort to organize a place-based brand that orients a region's identity—the unique personality, visual style and overarching theme of a location, organization or brand as expressed through the environment—to the trail as a tool to generate tourism and visitation.
Maintenance and User Experience	Trail system upkeep that allows users to clearly understand the trail route, plan a trip using the trail, navigate the trail safely and have an enjoyable trail experience.
Marketing for Trail Tourism	Specific communication strategies intended to leverage the trail to encourage new visitation and solidify the trail-oriented regional identity among residents and visitors alike.
Developing Organizational Capacity and Collaboration	The extent to which the trail and regional partners have staff or volunteers that can facilitate a range of tasks oriented to each of the elements of successful tourism, including in collaboration with other organizations to pursue shared goals.
Fostering Stewardship and Belonging	Creating a welcoming and inclusive experience on the trail and within the community for a broad range of residents and visitors that can be demonstrated by educational signage, culturally appropriate and diverse trail activations, support for the trail from surrounding landowners and businesses, and a holistic integration of the trail into the community.