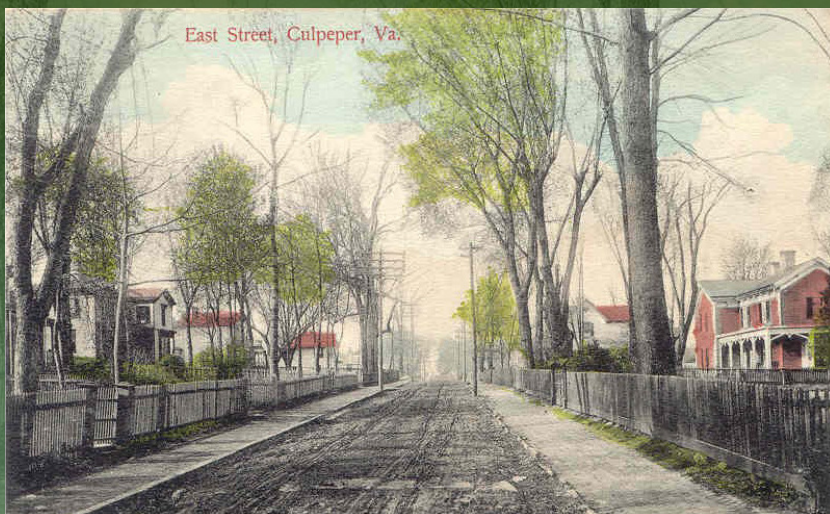


# The Long & Winding Road



Walking & Riding Tours to Tourism Success

As with any journey, let's ask WHY  
we are taking this trip!



## WHY are Walking and Driving Tours and Trails important?

- Make a number of smaller places a stronger destination by finding a common thread and developing a theme
- Help to preserve and interpret significant places or events.
- Add to the historical record
- Endorse the significance of a place

## WHAT Is a Walking or Driving Tour?

- Types
  - Brochures & Maps
  - Audio
  - Signage
  - Guided or self-guided



# WHAT Is a Walking or Driving Tour? Themes

- Arts



# WHAT Is a Walking or Driving Tour? Themes

- History & Heritage



## Journey Through Hallowed Ground

## WHAT Is a Walking or Driving Tour? Themes

- Food, Wine, & Moonshine
  - Blue Ridge Wineway
  - Monticello Wine Trail



**Unicorn Winery**  
*A new breed of Virginia Wine*



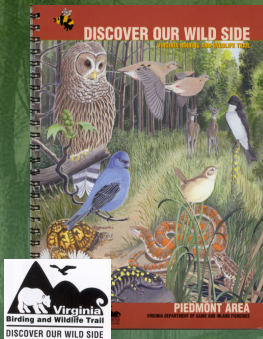
**PRINCE MICHEL**

**OLD HOUSE VINEYARDS**



## WHAT Is a Walking or Driving Tour? Themes

- Recreation

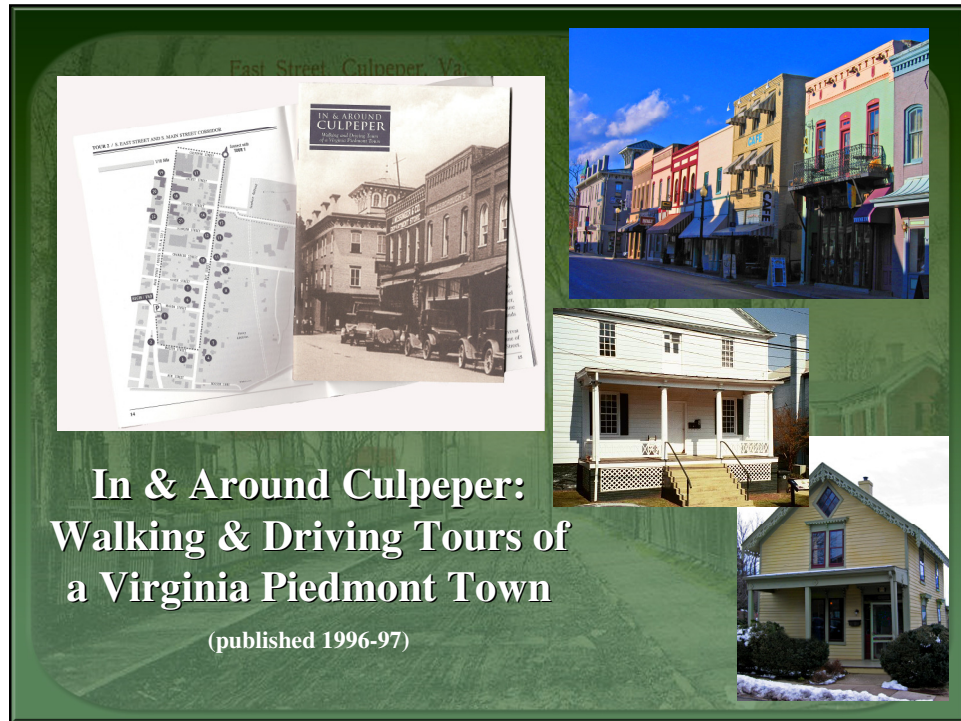


Cycling the Commonwealth features various bike trails. For example, one of the trails is the [Virginia Capital Trail](#) — a bicycle and pedestrian route linking the first settlement in Jamestown, the Colonial Capital in Williamsburg, and Virginia's modern seat of government in Richmond. When complete, this 54-mile trail along Route 5 will feature interpretive sites and pedestrian amenities.



Here's what Culpeper has done...

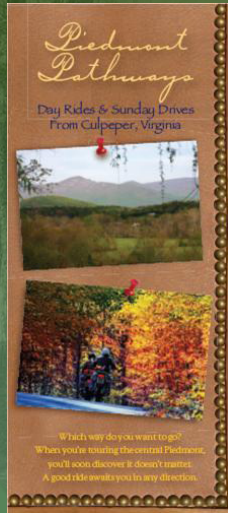
5





## Piedmont Pathways: Day Rides & Sunday Drives From Culpeper, Virginia

(published 2007)



- Written to appeal to a specific demographic in mind, but broad enough to appeal to those with 4 wheels, too
- Used an expert to write it, but who had local connections
- Kept the user in mind with the design
- Press and word of mouth very important
- 4 loops appeal to variety of interests
- Regional

## HOW do you develop one?

- Take inventory
  - What is of interest or unique?
  - What would you like to preserve, protect, or highlight?
- Identify tourism trends and capitalize on them
  - Food & Wine
  - Girlfriend Getaways
  - Day Trips
- Know your local experts who can help. They are a wealth of information.

The background image is a sepia-toned photograph of a street in Culpeper, Virginia. The street is lined with trees and a fence, with a house visible in the distance. The text 'East Street, Culpeper, Va.' is faintly visible at the top of the image.

## HOW do you develop one?

- Consult with others who have gone before
- Will the Trail be marked or just have a printed or audio guide of some kind?
- Can it be tied in with similar trails (i.e. surrounding localities, Civil War Trails, Journey Through Hallowed Ground)
- Promote your trail (virginia.org, advertising, press)

The background image is a sepia-toned photograph of a street in Culpeper, Virginia. The street is lined with trees and a fence, with a house visible in the distance. The text 'East Street, Culpeper, Va.' is faintly visible at the top of the image.

## The End of the Road

- Be conservative on your print quantity the first time out - corrections are inevitable!
- Proof it! Proof it! Proof it! Get *many* eyes to look at it.
  - Different perspectives
  - Is anything missing?
  - Is anything overemphasized?



East Street, Culpeper, Va.

## The End of the Road

- Seek the advice and opinion of your local stakeholders as much as possible
  - Experts don't always agree. Weigh their opinions carefully, and if a definitive conclusion can't be reached, it's OK to acknowledge that. Choose your words carefully!
- Keep a "master" copy to keep track of changes/corrections for the next printing

Whatever your mode of transportation,  
Tours and Trails will put you on the  
Road to Tourism Success!

