



Using the Great Allegheny Passage to help build your business

- 1. Get out on the trail to learn your section and other sections**
Trail users will ask you for information on a wide variety of topics concerning the trail and your town. The more you know the more your business will become a hub for visiting bikers.
- 2. Advertise in TrailBook**
TrailBook is the definitive guide for trail users, with planning tips and town-by-town information, making it easy for trail users to find your business and include a stop in their travel plans.
- 3. Create and market trip packages**
Packaging makes it easy for trail users to plan their trips. Partner with area businesses to provide a full experience for guests. This is a great use of cross-promotion and assures travelers that their food, lodging, and entertainment will be taken care of before they arrive.
- 4. Provide your brochures to visitor centers and bike shops in your town and in neighboring Trail Towns**
These are usually the first stops for bikers entering your town. Have a presence here so you aren't passed by as travelers spend time and money in your town. Also, if you aren't already, speak with the Trail Town Program[®] to be included in the town brochures that are placed strategically along the trail.
- 5. Join Great Allegheny Passage Sustainable Business Network**
Most trail users are willing to seek out businesses that actively pursue sustainable business practices. The business network makes it easy for bikers to find such businesses.
- 6. Use social media tools, yours and ours**
Create e-media outlets where trail users can find information and interact with your business on the web. Link with other trail-related entities, like the Trail Town Program[®], to create fluid connectivity for users and expand your network.



AN ECONOMIC DEVELOPMENT INITIATIVE ALONG THE GREAT ALLEGHENY PASSAGE AND C&O CANAL TOWPATH

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | www.trailtowns.org | www.progressfund.org

- 7. Free event listings with Laurel Highlands Visitors Bureau**
Visitors to the Laurel Highlands often use LHVB as their first introduction to the region. Utilizing this free service to promote special events will ensure that your business is exposed to trail users seeking a great vacation destination in the Laurel Highlands. Membership to LHVB is required for free listings and makes your business eligible for various other benefits.

- 8. Place bike racks outside business or provide bike storage**
It's simple: bike racks communicate the message, "Bikers Welcome." Trail users will enjoy the time in your business without worrying about the safety of their bikes.

- 9. Offer shipping**
Often your products are not convenient for trail users to take with them on their journeys. By offering to ship your products, customers may be more likely to make a purchase knowing their item will make it safely to their home without the hassle.

- 10. Keep a guestbook and send out special promos**
Repeat customers and word of mouth are crucial to your tourism business. A guestbook is a simple way to create a database that allows you to cater to reach this segment of your customer base and can be easily tapped to promote product and events.

*The Trail Town Program® is an initiative of The Progress Fund.
Sign up to receive Trail Town News Blasts at www.trailtowns.org.*