



Creating Opportunities Along the Nation's Trails

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For Immediate Release

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Trail Lodging Facilities to Meet in West Newton – March 10, 2016

Greensburg, PA – Each year trail traffic on the Great Allegheny Passage (GAP) and other regional trails continues to grow. As does the need for overnight accommodations. To prepare for the 2016 season, Trail Town Program®, regional partners, and lodging operators will be meeting on Thursday March 10, 2016. All are welcome to join from 1 - 4PM at the West Newton Visitors Center at 111 Collinsburg Road.

The afternoon event will begin with updates along the GAP and a session on social media from the Laurel Highlands Visitors Bureau. With the increase of social media usage, many trail users are using this platform to explore the trail and beyond to expand their cycling experience. From the 2015 General Trail User, 84% of trail users noted internet and social media to learn about nearby businesses and attractions. Internet and social media was followed by local guides and word of mouth.

The event will continue with discussions about trends among B&B's, hotels, hostels, and other accommodations. This networking opportunity is way for existing and potential lodging operators to learn best practices from each other. Participants are encouraged to incorporate more trail and bike friendly practices as well as help cross promote businesses in and around the trails.

Attendees will also have the opportunity to tour nearby lodging facilities just across the trail. Light refreshments will also be provided. To learn more about the event or to RSVP, please contact Project Coordinator Courtney Mahronich at 724-216-9160 ext. 316 or cmahronich@progressfund.org by Thursday March 3, 2016.

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