



*“The fastest growing travel trends are historical and heritage tours which grew 125% in 2017.”*

<https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>

## INCREASE YOUR MARKETING RESULTS

*With The New Highway 1 Discovery Route’s*

### HISTORY & HERITAGE TRAIL MAP

USE THIS LINK: <https://highway1discoveryroute.com/history-heritage-trail/>

#### Your Idea CHECKLIST:

- Connect with your guests even more and brand yourself as a trend setting “property-that-cares” about history and heritage by including the link and/or **History & Heritage Trail Map** content on your website. Note: “58.5 million Americans (1/2 of all travelers annually) say they would pay more to use a travel company that strives to protect and preserve the environment and regional heritage.”
- Educate your staff (or request a special staff training from us) on the new **History & Heritage Trail Map**, it’s destinations, and how to best position your property as a heritage resource and to promote it effectively to your guests to increase and lengthen stays.
- Start using the **History & Heritage Trail Map** branded hashtag (#HistoricalHighway1)
- Go all the way and dedicate - on your own website - a new landing page “Explore the **Highway 1 Discovery Route’s History & Heritage Trail**” rather than just a link.
- Shine a light on the “free” **History & Heritage Trail Map** and push out the link on all your promotional materials, such as; rack cards, eblasts, newsletters, flyers, brochures, reservation confirmation emails “What’s New”, etc. <https://highway1discoveryroute.com/history-heritage-trail/>
- Feel free to tap into and use all (or just part) of the new online content for all your property’s promotional strategies, including; facebook, blogs, website content, twitter, Instagram and more. Share our History & Heritage Blog on your site <https://highway1discoveryroute.com/follow-our-all-new-history-heritage-trail/>. Use our already created Instagram stories on our social media platforms <https://www.dropbox.com/sh/shl3iydyggp4w6s/AADC93khxVTmZsw1cGjznMjoa?dl=0>
- Use the Map and create and include “Sample History & Heritage Itineraries” in your area on your website, in-room, email and social media.
- Tap into our flicker photo account where you will find photos of many of the sites. Use on your own website or social media outlets. <https://www.flickr.com/photos/highway1discoveryroute/albums>
- “Own” the new History & Heritage Trail Map for your region or property in Press Releases and media kits. i.e. “Nipomo’s Kaleidoscope Inn announces free new **History & Heritage Trail Map** for all

Guests”and/or “Cambria rolls out the new **History & Heritage Trail Map** for visitors this season.”

- Insert the **History & Heritage Trail Map** flyer (flip side is the popular Stewardship Traveler’s Wildlife Viewing Tips) in your Guest Information Book (lobby, rooms, or in each vacation rental binder).

### Here’s Some Event Strategy Ideas to Play With...

- Host an off-season special History and Heritage Exploration “package” weekend with your property. Tie it to special historic events and lectures in your region. For example, Dana Adobe hosts historic “Life at the Rancho” lectures and shows throughout the year. Check their schedule out here: <http://www.danaadobe.org/events/> or line up your History & Heritage Weekend Package with programs from the Cambria Historic Museum, for example evening speaker series includes topics such as; “The History of Shore Whaling in San Simeon”, “Have a Vintage Afternoon” of toy making, old time music for all ages, etc. <https://www.cambriahistoricalsociety.com/calendar.html>. Check out the Map Sites for more program ideas and scheduled events in your area.
- Sponsor a 2019 History & Heritage Photography Contest (for guests or whole region) – Reward with off-season stays, etc. Use your social media to promote and share photos, along with the free **History & Heritage Trail Map**, etc.

### More ideas? Want assistance? Let us know how we can help!

- Katie Sturtevant, Stewardship Travel Program Director, [sturt.events.co@gmail.com](mailto:sturt.events.co@gmail.com) and 805.704.0290