

2023 ★ NC

# YEAR OF THE TRAIL



23

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OF  
THE



# Year of the Trail Campaign Goals



- **Inspire people** of all ages, abilities, and backgrounds to try trails
- **Boost outdoor recreation tourism** across the state with events in all 100 counties
- **Advance diversity & inclusion** on trails.
- **Demonstrate the importance of trails** to elected officials
- **Promote safe and responsible** use of trails, aligning with Outdoor NC Leave No Trace principles.

# Key Campaign Strategies: REACH



- Robust website
- Social media engagement through stories
- Digital toolkit to enable partners to celebrate trails
  - All assets open source
- Different content themes each month
- Event promotion
- Strategic advertising
  - Radio, billboards, digital
- Newsletter subscriptions
- Engaging videos
- THE MOST AMAZING TEAM!





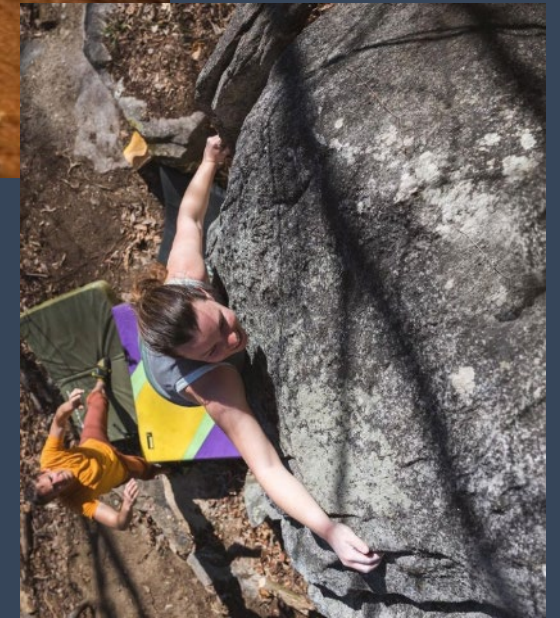
**We shared stories  
about the  
transformative  
power of trails**



**Tens of millions of people reached!**



# We shared trail experiences





**>21,000 followers on social media**  
**17,000+ newsletter subscribers**

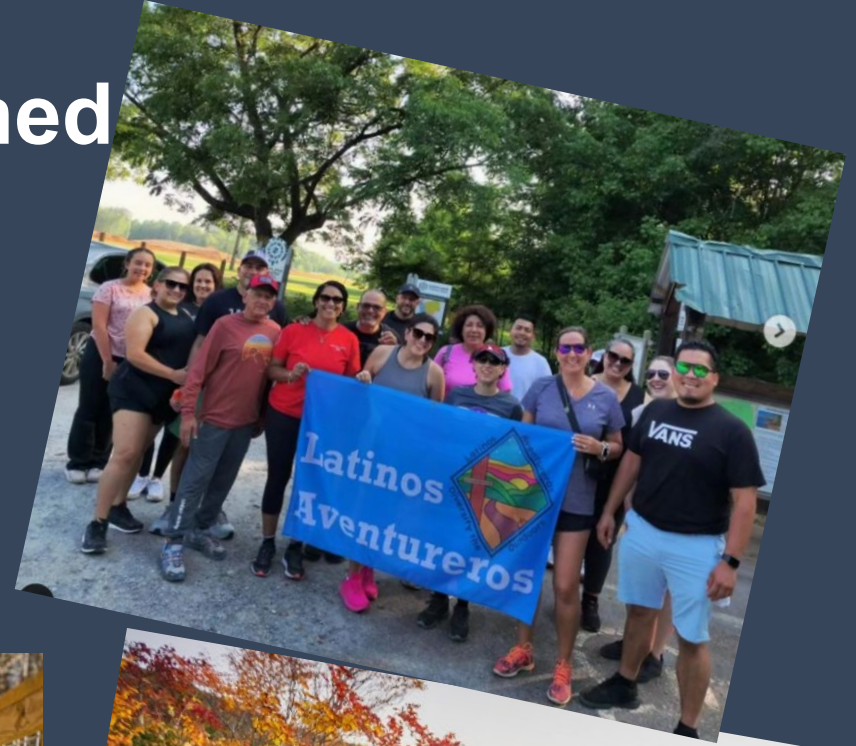


**30+ blogs**  
**20+ newsletters**



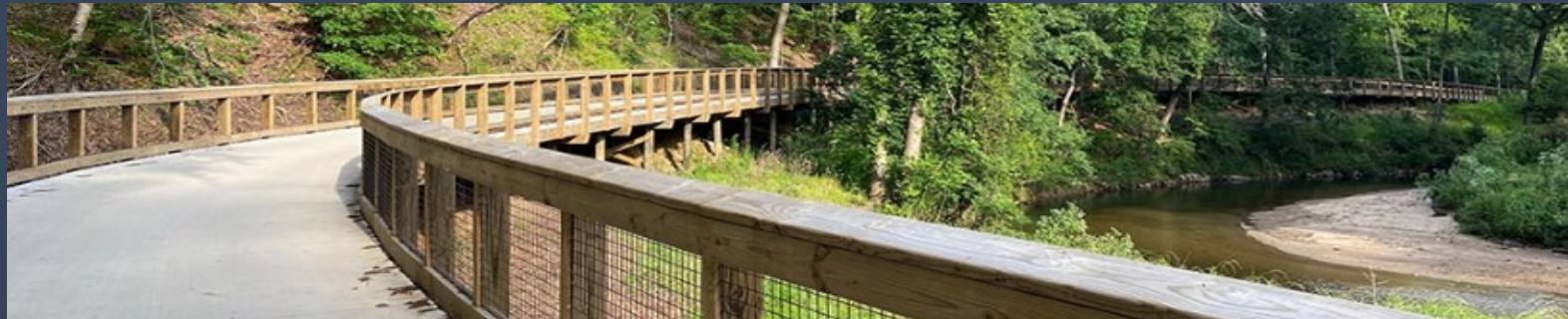
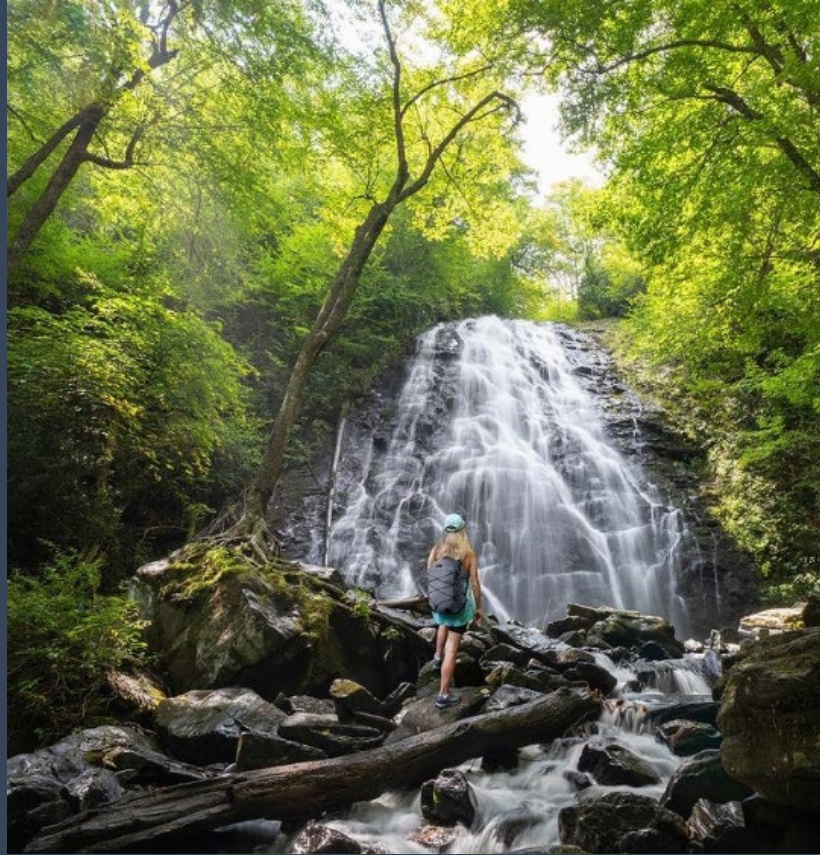


We championed  
that trails are  
for all





# We showcased beautiful spaces and places



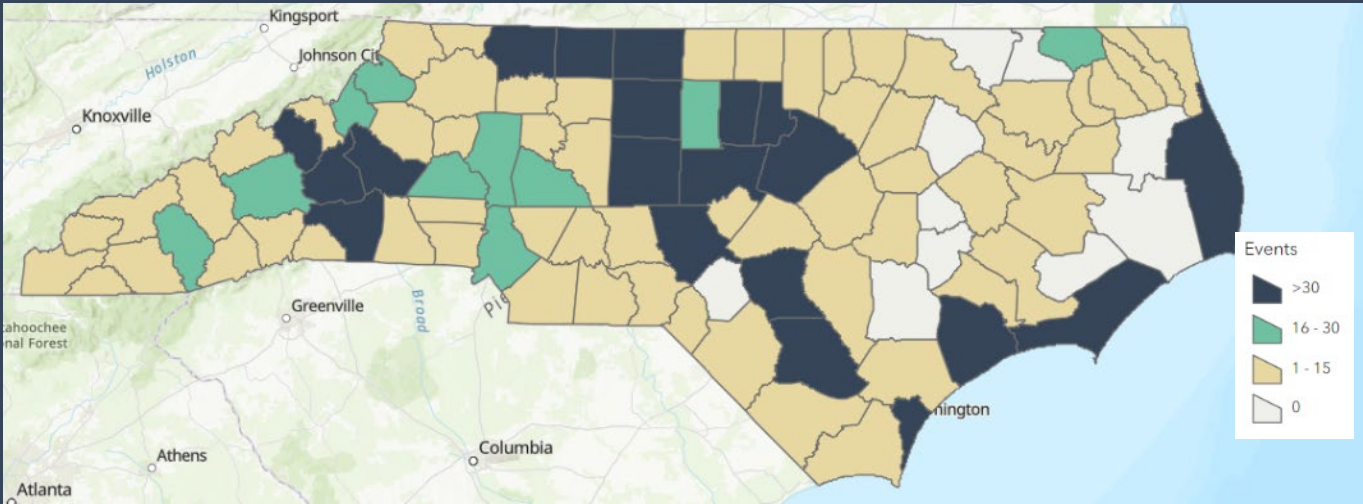


We shared tools with partners: 1,100 toolkit downloads.





We promoted events--  
1700+ in 90 counties.



**CORNELIUS TRAIL**  
**PASSPORT**  
March 13 - September 30

Bike rentals, new shoes, free merch and more could be yours when you check in at all 9 trails!

13.1 Miles!

Visit our website or social media for details

**GET OUT THERE**  
#YearoftheTrail

MOORE COUNTY  
**PINECONE**  
PATHWAYS  
YEAR OF THE TRAIL

**PINECONE**  
PATHWAYS

173,000 website  
visits

**CHRISTMAS**  
**TRAIL of LIGHTS**  
WALK THROUGH A WINTER WONDERLAND  
*Opening Night*  
**Friday, December 1**

**TRAILS DAY**  
*weekend*  
**APRIL 21-23**

Visit **ROCO** ROCKINGHAM COUNTY NC

Eden and Rockingham COUNTY

Small Town BIG outdoors Eden

YEAR OF THE TRAIL

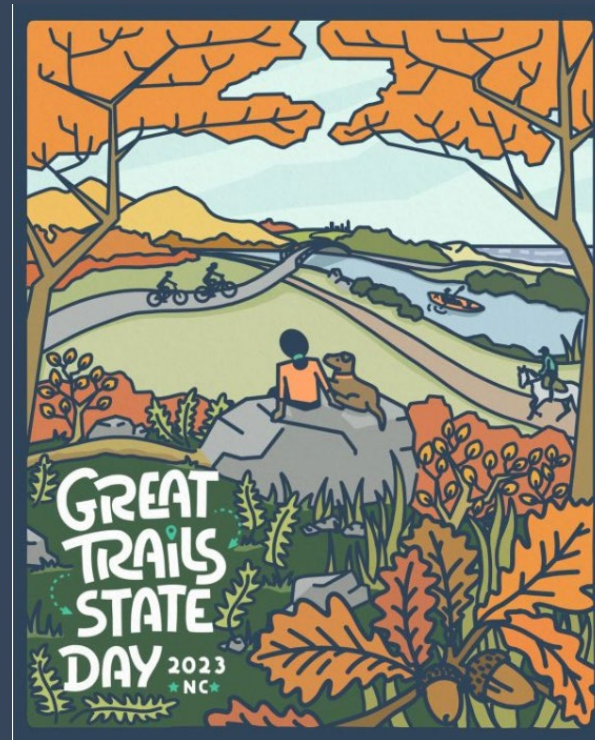
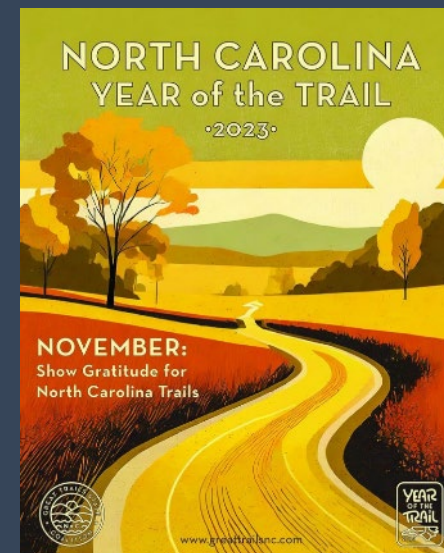
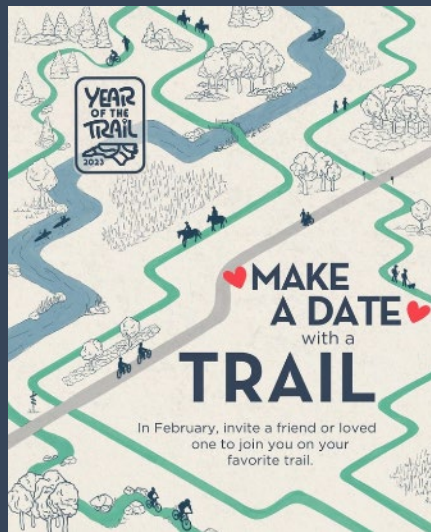




We celebrated trail volunteers.





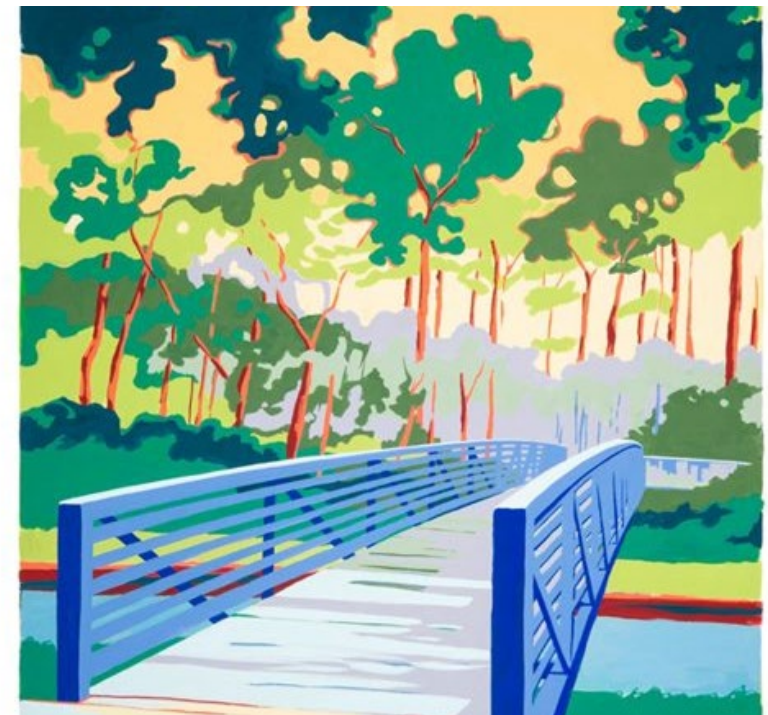


We celebrated different themes each month.





James McInvale

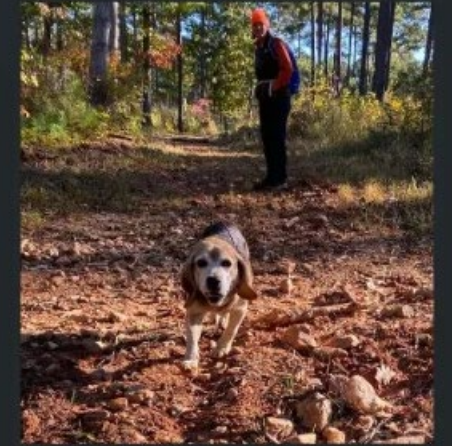


Autumn Cobeland



**We created and  
celebrated a brand-new  
holiday.**

**Just for North Carolina  
trails.**





We drank a little beer.



BLUE  
BLAZE<sup>TM</sup>  
BREWING CO  
◀ CHARLOTTE, NC ▶





We sold a  
little  
merch.





We were on PBS NC.





We were in the news.

400+ pieces of coverage

150+ online stories

The  
Weather  
Channel



SPECTRUM  
NEWS

TRAVEL+  
LEISURE

BUSINESS  
NORTH CAROLINA

The  
Charlotte  
Observer



WALTER

Smoky  
Mountain

news

The News & Observer

WXII 12

ASHEVILLE

CITIZEN-TIMES

Ashe Post & Times

Reflector  
REFLECTOR.COM

Sandhills Sentinel  
News in the Sandhills

The Avery  
Journal Times

WRAL  
NEWS

Watauga Democrat

The McDowell News

Carteret County  
NEWS-TIMES

THE  
DAILY COURIER  
- LOCAL MATTERS -





# Importantly, we secured funding for trails.

## **North Carolina General Assembly Approves Historic Investment for North Carolina Trails in New Budget**

- \$54.9 million approved for new trails and greenways. (See projects, places below.)
- The new Great Trails State Program will offer statewide support and grants for trails





But mostly,  
we had FUN!





Thank you <sup>2023</sup> **YEAR OF THE TRAIL** Sponsors







So, what's next?



# North Carolina IS The Great Trails State





# NC is The Great Trails State



- **Keep it going!**
  - First Day Outdoors – January 1
  - Great Trails State Day – 3<sup>rd</sup> Saturday in October
- **Launch the Great Trails State Brand**
  - Revamped website [greattrailsnc.com](http://greattrailsnc.com)
  - Adapted open-sourced digital tools
- **State level brand marketing**
- **Promote NC Trails**
  - State agencies, local governments, nonprofits, DMOs





**SAVE THE DATE**

# **NORTH CAROLINA** **Great Trails State** **Conference**

Join us for sessions on innovative trails and  
greenway technology and meet your fellow  
North Carolina trail innovators.

**September 11-13, 2024**

Winston Salem, NC



**GREAT TRAILS**  
**STATE COALITION**





# North Carolina IS The Great Trails State

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How can you help?