

Promotion and Marketing Strategies

Promotion and marketing are critical components in the future success of the UP Hidden Coast Recreation Route. With the Heritage Route Program, these two components immediately come into play. Successful designation will allow for two Recreation Heritage Route signs to be placed along the route. This will earn the route a new symbol on Michigan Road Maps, attracting new visitors and initial media coverage generated by a designation ceremony.

The Advisory Committee will need to develop and continually refine promotional and marketing strategies. The Chamber and Tourism Bureaus are actively involved in the heritage route designation process. Their marketing and promotional expertise will be key in developing new strategies and plans as needed.

UTILIZE THE EXPERTISE OF ADVISORY COMMITTEE MEMBERS & EXISTING MODES OF PROMOTION/MARKETING.



KEEP THE HERITAGE ROUTE IN THE PUBLIC'S MIND.



CREATE PAMPHLETS & DISTRIBUTE TO BUSINESSES & AT EVENTS.



USE TECHNOLOGY AS A TECHNIQUE.



ENCOURAGE LOCAL BUSINESSES TO REFERENCE "UP HIDDEN COAST RECREATION ROUTE" IN ADVERTISEMENTS.

Utilize the expertise of Advisory Committee Members.

As stated before, the Chamber and Tourism Bureaus are actively involved the heritage route designation process. The Bureaus are dedicated to attracting visitors to the area and increasing overnight stays. They have excellent implemented promotional/marketing techniques and vast amounts of information on their websites. The Advisory Committee should encourage the Bureaus to include information about the UP Hidden Coast in their advertising practices. In addition, the Advisory Committee should seek to get the UP Hidden Coast Recreation Route added to the *Lake Michigan Circle Tour and Lighthouse Guide* and *Michigan Travel Ideas*.

Keep the Heritage Route in the public's mind.

This task can be achieved through regular press and media releases. Local knowledge of the route and its purpose will only increase the benefits of designation. The Advisory Committee can designate a member to attend various functions, such as the Kiwanis, breakfast or motorcycle clubs to spread the word about the Heritage Route.

Create brochures and pamphlets for distribution.

The brochures and pamphlets will highlight certain aspects of points of interest and the heritage of the route. The information can be distributed to local businesses and be available at the Chamber of Commerce, Welcome and Visitor Centers, and other areas where information kiosks exist. Travel Michigan, the state's official agency for the promotion of tourism, will distribute brochures and pamphlets, with prior approval, statewide to all welcome centers.

Use technology as a promotion and marketing technique.

Develop a website.

Part of the public participation plan, the Advisory Committee should create a website for the UP Hidden Coast Recreation Route. The website should be routinely updated and posted with events taking place along the Heritage Route. Every effort should be made in linking the website to the state and local websites. Information on the website should be available for download in a portable document format (pdf).

Develop an audio program for visitors to listen to as they drive the route.

A future project, an audio program would be available for visitors to purchase. As visitors travel the Heritage Route, the audio program would discuss points of interest and the heritage of the area.

Create a DVD.

Develop a travel guide for the route in DVD format.

Encourage local business to use the UP Hidden Coast Recreation Route in advertisements.

Local businesses can reference the Heritage Route when advertising their location. An example would be, “Located off of the UP Hidden Coast Recreation Route in Escanaba, Michigan.”

Inform bus-touring companies about the Heritage Route. Encourage companies to plan tours along the route.

A placemat with a map of the UP Hidden Coast Recreation Route and local business advertising can also be created and distributed to restaurants in the area.