



# Great Lakes Seaway Trail Brand Revitalization Project





# Goals

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Increase revenue for Seaway Trail Inc. and travel expenditure in the Seaway Trail corridor by generating excitement and strengthening awareness, knowledge, and support among four key audiences:

- Travelers
  - Attract more travelers to visit more often, for longer
  - Become a leading travel planning resource
- Members
  - Add value to membership to generate incremental revenue
- Community
  - Create advocates and supporters among both residents and community leaders
- Tourism industry
  - Become a valued resource for TPA's and county tourism boards
  - Maintain leadership position among US byways
  - Increase sphere of influence among all tourism programs

# Research Activities

We conducted the following research activities to generate data-driven insights about our organization in order to develop our brand platform and action plan:



# Research “Results”



# Consumers: *Experience the Journey* Tour

The *Experience the Journey* tour visited over 20 member locations and collected information from approximately 1,000 travelers and residents.



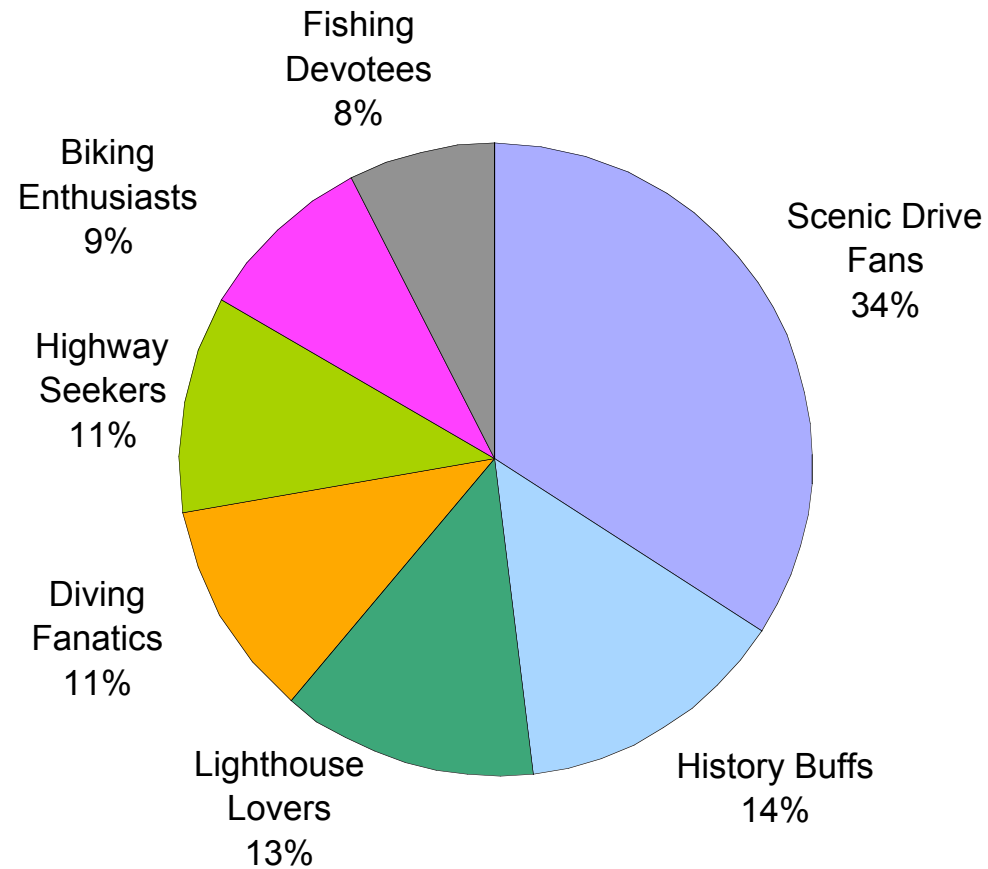
# Chatmine: Mining of Online Conversations

Using search spiders and analytical algorithms, a proprietary *Chatmine* tool gathered past and current data on the internet regarding unfiltered conversations about Seaway Trail, locally-branded areas, sites, cities, and towns along the Trail.

Five main areas were examined:

- Consumer/Blog Pulse: Buzz about Seaway Trail
- Consumer Segmentation: Activities and interests
- Concept Mapping: Linkages among key words
- Perceptual Mapping: Google Earth map of places and routes
- Visual Character Analysis: Consumer photos

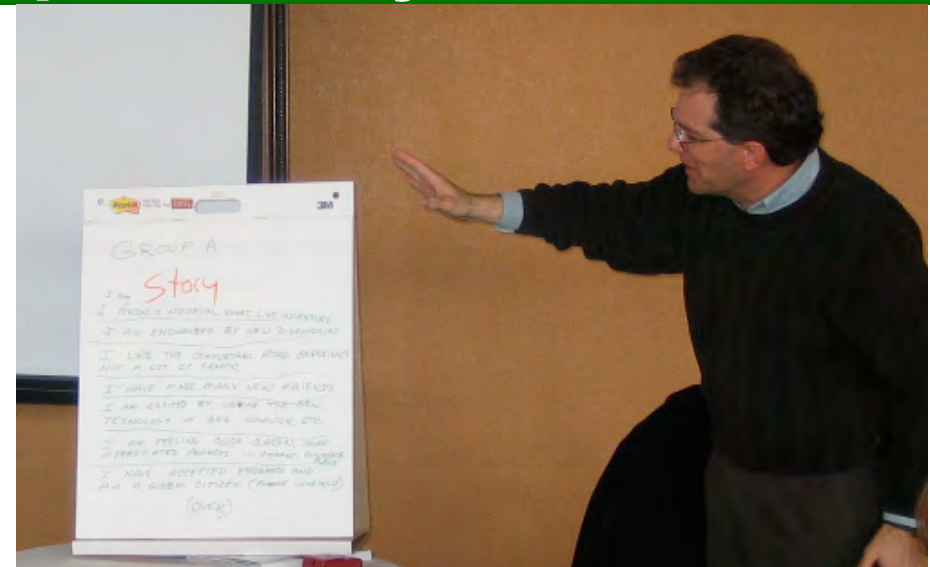
# Chatmine: segmenting by activity



# Members: Brand Story Workshops/Survey

## Locations

- Oswego
- Rochester
- Niagara Falls
- Erie, PA



**Capturing the  
“Seaway Trail”  
Story**



# Journey Magazine Survey:

For both first-time and repeat travelers, *Journey Magazine* is a valuable trip planning resource that effectively drives visitation as well as exploration.

While there is room for improvement, readers are generally satisfied.

The magazine should continue to be printed.

- 72% were positively satisfied with information provided in the magazine.
- 83% see the magazine as an essential item to bring on their trip.
- 24% extended their trips as a result of *Journey* magazine.



# Brand Platform

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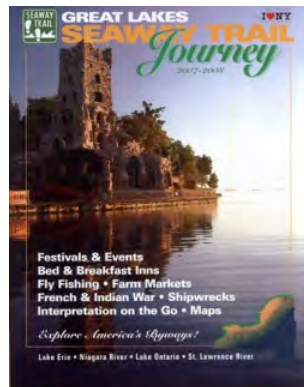
**A brand is more than a name or a logo**



# A brand is the total experience

The Seaway Trail brand is the collection of perceptions and associations in the hearts and minds of our travelers, members, communities, donors, and staff.

Our brand drives everything that we do....  
communications, hiring, programming, funding











# Waterways of War

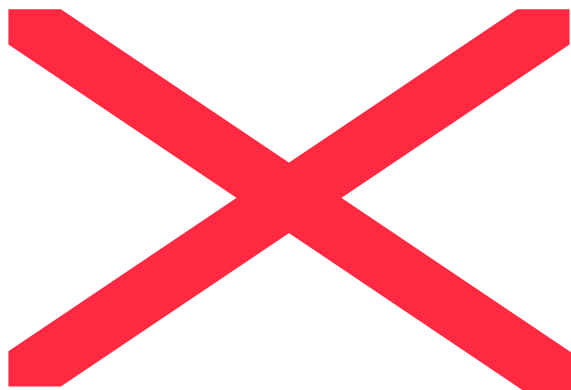
THE STRUGGLE FOR EMPIRE 1754-1763

A Traveler's Guide to the French & Indian War Forts and Battlefields  
along America's Byways in New York and Pennsylvania

The Great Lakes Seaway Trail • Lakes to Locks Passage • Revolutionary Byway



By Steve Benson and Ron Toelke • Published by Seaway Trail, Inc.







# The brand platform

The key elements of the platform are as follows:

- **Mission** (your reason for existing)
- **Vision** (aspirational statement about your goals for the future)
- **Values** (the beliefs that unite you and drive your behaviors)
- **Character** (your communications style and personality)
- **Promise** (the big idea behind your brand)



# Key audiences



- Travelers
- Byway Residents
- Members/Businesses
- Local leaders and tourism advocates
- Government Officials
- State Agencies (DOT)
- Media
- Donors
- Board members
- Employees and volunteers



**Name:** *Great Lakes Seaway Trail*

**Tagline:**



**Mission:**

The mission of Seaway Trail, Inc. is to increase tourism revenues and to enhance the economic well-being and quality of life for travelers, communities, and members throughout the Great Lakes Seaway Trail by managing and marketing it as the leading scenic byway

**Vision:**

Seaway Trail Inc. is nationally recognized as a leader for reinvigorating the Great Lakes Seaway Trail as a premier travel destination. By realizing our full potential, we are one of the best well-known, traveled, and loved byways of America. Our members continuously earn the highest of ratings among consumers.



# Brand values, character, & promise:

## Values:

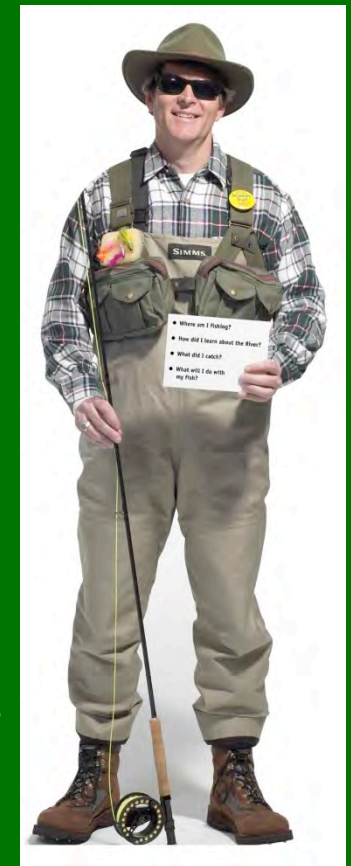
- Leadership
- Connection
- Pride of place
- Progress
- Dedication

## Character:

- Dynamic & unexpected
- Authentic & all-American
- Inviting & neighborly
- Engaging & informative

## Promise (under consideration):

To experience the Great Lakes – in your time, at your pace, in your style – drive the Great Lakes Seaway Trail



# Defining a new course...

- Communicate with greater consistency and clarity
- Build a stronger more flexible visual identity system
- Enhance membership benefits and value
- Redefine staff roles and responsibilities
- Develop a long-term strategic communications plan



# Discussion

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