

2009 Scenic Byway Award Winner

MARKETING



SANTA FE TRAIL SCENIC AND HISTORIC BYWAY MARKETING

BYWAY: Santa Fe Trail Scenic and Historic Byway
STATE: COLORADO

Byway Marketing Benefits Local Community Economies

The Santa Fe Trail Scenic and Historic Byway marketing efforts began with regional planning meetings and collaborative workshops geared toward building consensus and credibility within the byway's communities. Valuable input from stakeholders and community representatives honed the marketing direction. It also helped to identify the byway's unique qualities, sites of importance and potential markets.

One goal targeted extending visitors' stays. A complementary goal sought to entice tourists off the main routes to explore the history along the Santa Fe Trail. The group worked with community leaders and partners to market historic sites, announce local events, and tell the byway's stories with creativity and accuracy.

Several marketing components helped to achieve the goals, such as hosting the Colorado Grassroots Training Program, updating the marketing plan, creating a robust website and compelling brochure, participating in the Rocky Mountain PBS documentary and completing a promotional car-tour CD.

The Santa Fe Trail Scenic and Historic Byway's cost-effective marketing efforts have paid off. The byway has shown an increase in visitors. In addition, stakeholders have seen the value of the byway's brand for stimulating their local economies.



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