

## What is a tourism trail?

More than just hiking, trails are more generally used to link related sites within a region. By connecting similar businesses, organizations, and places together, trails help to collectively promote them to a greater audience than any of them could reach individually. If done successfully, a good trail can create a brand and identity for the region.

The first step to starting a healthy trail for a region is to analyze the strengths of the region so that we're growing the existing culture and not just changing that culture by filling in perceived gaps.

For our work in Americorps, we've selected the following industries to bundle together and help grow: Food and Beverage, History, Agrotourism, and Outdoor Recreation.

## What is a tourism cluster?

For tourism to be successful driver of economic development, we need more than just a regional trail. The trail is what brings them into your neighborhood, but how do we get them to stay and engage with other parts of your community? It is important to get other members of local communities to buy-in to the theme and see the benefits as well.

## Want more exploring?

Here are some other tourism trails to check out:

- The Mountain Arts District: a trail celebrating Appalachian Arts in the highlands of West Virginia
- The Crooked Road: a heritage music trail in Southwest Virginia
- The Mountain Music Trail: a heritage music trail in the highlands of West Virginia

## Keep in touch!

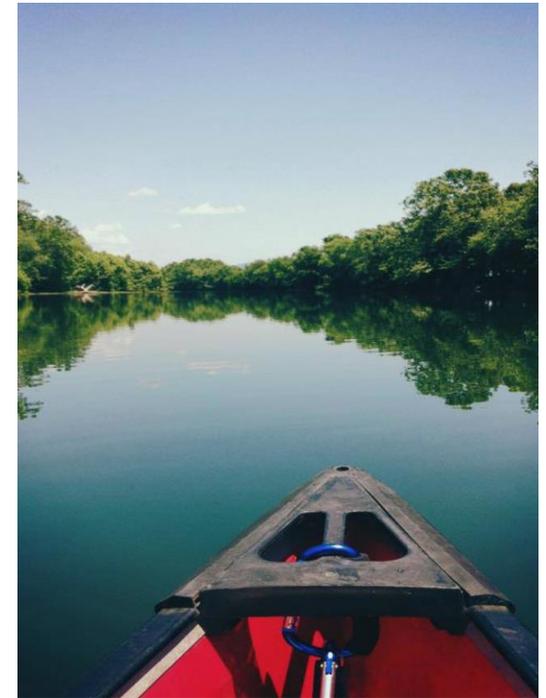
Follow us on social media to keep up to date on all our projects or to share your ideas about tourism in the Potomac Highlands - we'd love to hear from you!

**Instagram:** @potomachighlandswv

**Twitter:** @highlandswv

**Facebook:** @potomachighlandswv

**Email:**  
ethan.serr@easternwv.edu  
ryan.runions@easternwv.edu  
sara.volkmann@easternwv.edu



# EXPLORING THE POTOMAC HIGHLANDS

AFHA ANNUAL MEETING

Moorefield, WV  
March 16, 2018

## Activity

Whether we're native locals, transplants, or tourists, many of us may not know what we have in our own backyard. The Potomac Highlands has more than a lifetime's worth of things to share, so we'd like to use this occasion to do some touring of our own to explore the 4 main categories that we've been working on: Food and Beverage, History, Agritourism, and Outdoor Recreation. We'll all be enjoying some great local food when we meet in Moorefield on the 16th, so between now and then we would like for you to visit a site related to each of our three remaining categories and take a picture. Read on below for more information in each category.

Pictures can be submitted in the "Potomac Highlands Photo Tour" folder on the AFHA Google Drive or by emailing ethan.serr@easternwv.edu. Once all our pictures have come together we'll have a beautiful visual that represents our collective exploration of the region.

## HISTORY

There is a ton of history within the Potomac Highlands! Explore a Civil War Battleground, check out one of the areas many historic buildings, or visit a local history museum. We've listed a few of our favorites below.

Hardy County Historical Society Museum - 104 S Main St, Moorefield, WV 26836. Second Floor. Stop by between 10 and 11am on March 16th for a special tour by our own Ryan Runions!

Fort Mulligan - 100 Mulligan Dr., Petersburg, WV 26847



## AGRITOURISM

Agritourism is defined as any action that has a visitor directly interacting with a local farmer. For the purposes of this exercise, we just want to make the most of the natural beauty of our area farms. Some of the sites below are examples of farms that engage and inspire travelers and locals alike.

White Barn Farm Market- US Hwy 220, Moorefield, WV 26836

Buena Vista Farm- 4975 US 220 North, Old Fields, WV 26836

## OUTDOOR RECREATION

From hiking, biking, and climbing to canoeing, fishing, and even spelunking, the Potomac Highlands offers some of the best outdoor recreation in the country. Anyone from the casual enthusiast to the extreme outdoorsman can find something to enjoy.



Here are some great places to get outside:

South Branch of the Potomac River – throughout the Potomac Highlands

Seneca Rocks - Pendleton County, WV 26884

Lost River State Park - 321 Park Dr., Mathias, WV 26812