

Trail Marketing and Promotion

This course will provide participants with the tools to understand and execute the fundamentals of sound trail marketing. Includes a review of all types of media use so that you and your organization can use the latest tools to get your trails tourism marketing in market.



Course Information

WHEN
Open

LOCATION
Open

COST
\$350.00 plus HST



Instructor: Chris Hughes

Chris Hughes, A partner at BC Hughes, Chris is a product development and marketing innovator with a passion for the tourism industry. Chris is an International Mountain Bike Association certified trail builder and has presented his expertise on mountain bike marketing at the International Mountain Bike Association World Summit.

Chris holds a Bachelor of Environmental Studies in Geography. He is the recipient of many prestigious tourism industry awards and a sought after speaker at tourism events and conferences across the country. Also an avid outdoorsman, Chris has spent numerous days exploring the trails throughout the province.

This course is a one day, 7 hour training session that will impart participants with an understanding of the principles of marketing and promotion and how they can be applied directly to trails.

Topics that will be covered in this session include: general marketing and promotional techniques, the basics of evaluating the market readiness of a trail, the needs of a market ready trail, the value of clustering trails, how to market a trail to one user vs. another, how to mobilize local tourism and economic development departments as well as regional tourism organizations, how to establish a relationship with operators, ideas for incorporating marketing and promotion into local and regional tourism plans.

Registration: Commences when date and location confirmed

Or contact: Shelley May, Ontario Parks Association
training@ontarioparksassociation.ca

Course Facilitator: [Graham Burke, Ontario Trails Council](#)

Learn more at www.ontariotrails.on.ca/courses

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