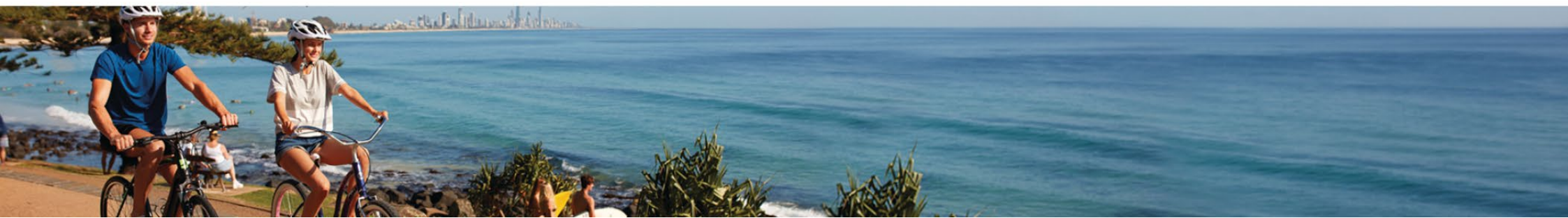




Marketing a rail trail

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WHAT ARE YOU BUILDING?

- Understand what type of rail trail you are building.
- Budget – will it be rough and ready or champagne gravel?
- Amenities – Is it well serviced by towns on the route? Or more remote?
- What is the access like – how will people get to the rail trail?
- How long will the rail trail be, and will it be completed in stages. Is each stage similar in trail type?

WHO WILL USE THE RAIL TRAIL?

Depending on where the rail trail is being built, the budget, and the experience – you need to consider who will be using the rail trail. This can be a mix of:

- Grey nomads – travellers and retirees
- Organised tour groups – specialist or otherwise
- Long-distance bike riders: bikepacking or touring
- School groups
- Families
- Clubs and athletes



WHO IS YOUR TARGET MARKET?

Based on knowing the type of trail you are building and who will use it – work out who your target market is. And start a marketing plan.

- What are they interested in? What services, features or amenities?
- How do they find out information on places to ride and travel?
- What else do they like to do in the region – consider partnerships and collaborations



DEVELOP A MARKETING CAMPAIGN



Start this as the trail build starts – to promote awareness of the project and get greater support.

- Target audiences
- Time lines
- Communication channels
- External marketing
- Openings
- Events

CREATE YOUR BRAND

- Build and protect your brand
- Build the community
- Marketing counts – it's the secret sauce!
- Understand the benefits of user generated content – you don't need a huge budget!



MARKETING COLLATERAL

- Depending on who your target markets are, and how you will reach them – you need to develop a suite of assets and collateral to suit.
- Build FOMO! Even during construction
- High impact early on. Consider paid editorial with rights free asset use for trail partners
- Follow up collateral to really nail niche user groups
- Generic media for the broadest appeal



EVENTS

Events can help draw people from further afield to your rail trail, which helps market the trail via word of mouth and event stories.

- Events can be competitive, challenge focused or community based.
- The event type needs to suit the trail type and the communities where the trail is
- These could include Park Run, end to end events, promoted social rides, activations
- Promoter: private, council or users association
- These can be an opportunity to expand reach beyond typical target markets

QUESTIONS?

MEMBERSHIP

