ABOUT US

• Civil War Trails delivers economic development by the carload — everyday.

• Civil War Trails, Inc., is a nonprofit founded in 1994 offering more than 1,200 sites in Virginia, Maryland, West Virginia, North Carolina, Tennessee, and Pennsylvania.

• Civil War Trails is governed by a board of directors comprised of state and municipal tourism officers and other stakeholders.

• More than 800 partners (state travel offices, destination marking organizations, chambers, businesses, museums, etc.) support and promote the program on a daily basis.

• More than 750 of our sites are being interpreted to the public for the first time.

• We produce in partnership 15 map-guide brochures that are distributed domestically and internationally, and are available online, at travel centers, sites, and amenities internationally.

ABOUT OUR VISITORS*

• Interest in historic sites continues to grow at a rate exceeding the national average.

• History travelers are getting younger with the largest increase seen in the 25–34 range.

• Our average overnight history travel party of 2.5 guests stays 3.5 nights spending over $1,000.

• Our average guest spent 25% of their budget on food and beverage, and 33% on lodgings.

• Interest in history continues to grow, especially among foodies, beer, and recreation travelers.

• Millennials actively look for historic sites, shops, and lodging when they travel.

2019 HIGHLIGHTS

• Launched our new GPS based, digital, interactive map on the website.

• Designed, updated, and reprinted six maps due to popular demand.

• Completed our membership survey and began testing new marketing universals.

• Were recognized by the Maryland Department of the Environment and Virginia Green.

• Welcomed 105 new sponsors into the program.

• First new sites added in Pennsylvania.

2020 HIGHLIGHTS — So Far!

• Above average requests for brochures during the first two quarters.

• Redesign and reprinting of two brochures to keep up with increasing demand.

• Interest in road trips to rural places and outdoor amenities continues to rise.**

• Updated and refreshed 22 interpretive signs.


**Destination Analytics, Longwoods International, Miles Partnership surveys.