

Promoting Trails for Health, Recreation and Economic Development

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By definition, promotion is:

the act of furthering the growth or development of something;

especially: the furtherance of the acceptance and sale of merchandise through advertising, publicity and/or discounting



Tourism promotion is about...

Increasing the awareness of experiences that are fun, exciting and meaningful.

Example: War of 1812 vs. Star Spangled Banner



Tourism Promotion includes:

- Packaging
- Exhibiting and trade/consumer shows
 - Website Development
 - Direct mail & e-marketing
 - Fulfillment
- Welcome & Visitor Center Operations



Advertising

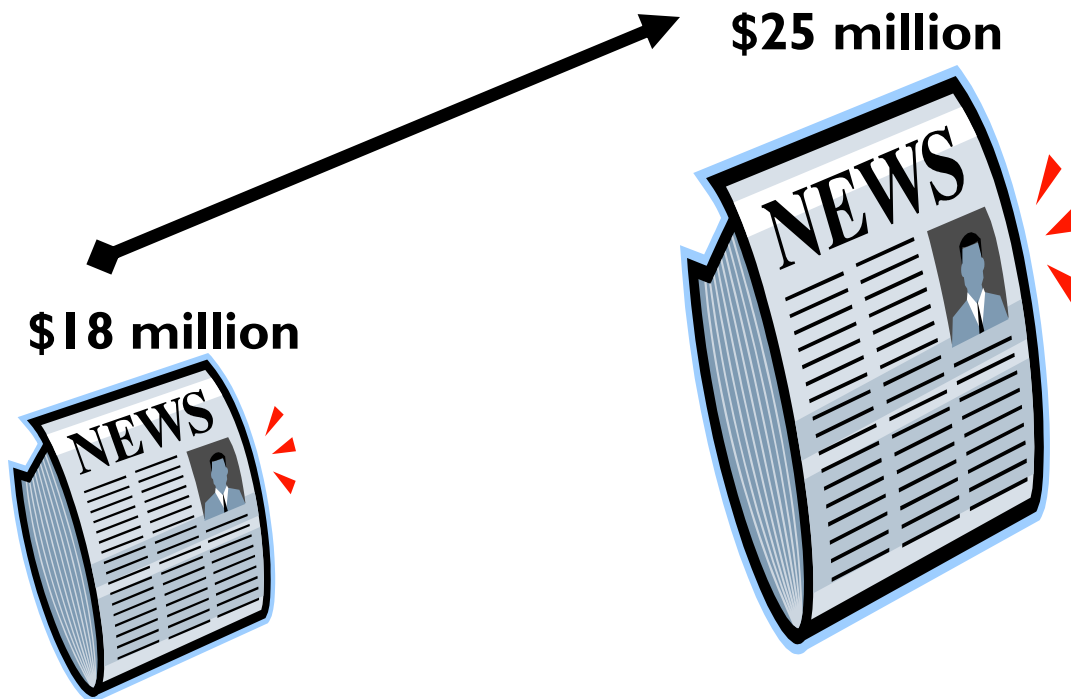


Encourages consumers to select Maryland as their travel destination.



Publicity

Generated more than \$25 million in positive travel-related publicity for the State of Maryland



Great Allegheny Passage

WELCOME TO CUMBERLAND

Welcome to historic Cumberland, Maryland. Nestled charmingly in the cradle of the valley of the Potomac River in western Maryland, in the lush landscape of the heart of the Appalachian Mountains, is the beautiful Victorian town of Cumberland.

Downtown Cumberland, where the C&O Canal and the Great Allegheny Passage meet, is filled with charming specialty shops and boutiques, art galleries, delightful eateries, spectacular architecture and a calendar full of entertainment and events. Complete with water fountains, trees and flowerbeds, guests are greeted with a warmth and friendliness that characterizes Downtown Cumberland.

Only a few footsteps from Town Centre is the Western Maryland Railway Station, home to the Western Maryland Scenic railroad and its 1916 Baldwin steam locomotive. The fully restored station is an integral part of Canal Place, Maryland's first certified heritage area. Celebrating Cumberland's canal heritage and rich transportation history, Canal Place offers a wealth of activities for visitors and residents alike. A National Park Service Visitor Center includes terrific interpretive displays, information, and a gift shop.

Cumberland is the kind of town that demands a little bit slower pace in order to soak up all its charm. Stop in for a visit - whether you're riding, hiking or biking.



Find out more:
Great Allegheny Passage
888-AIA-BIKE (888-282-2463)
www.GreatAlleghenyPassage.org



Photos by City of Cumberland
Project assistance and funding provided in part by the Trail Town Program and Allegheny Trail Alliance.

SCHEDULE OF LOCAL EVENTS

Five After Five
Music 5 - 10 PM - Town Centre
May 18 - September 28

Farmer's Markets - Town Centre
Thursday & Saturday 9:30 - 2:00
June - October

Saturday Live! at Canal Place
Music 7 - 9 PM
May - August

Sunday at Town Centre
Music 1 - 3 PM
June - September

Sunday in the Park
Music 7 - 9 PM
Constitution Park
May - August

Heritage Days
June 9 - 10

July 4th Fireworks & Music
Washington St. Historic District & Constitution Park

Canal Fest/Railfest
July 6 - 7
Canal Place

Arts Walk
July 21 & October 20
5-8 PM
Town Centre & Canal Place

Thomas The Tank
Sept 21 - 22, 28 - 29
Western Maryland Railway Station

Octoberfest
October 6, 2-10 PM
Town Centre

Halloween Festivities
Town Centre & Canal Place
11 AM - 3 PM

Artists Studio Tour
Nov 3 - 4, 10 - 11
10 AM - 5 PM



A Trail Town Along the
Great Allegheny Passage



Great Allegheny Passage



Trailhead & Visitor Information

1. Allegheny County Visitors Center
2. Downtown Cumberland Mall Manager's Office
3. Chamber of Commerce

Attractions

4. Western Maryland Scenic Railway Station/Canal Place
5. Allegheny County Museum
6. Allegheny Arts Council Saville Gallery
7. Gordon-Roberts History House
8. Windsor Hall Performing Arts Center

Banking & ATMs

9. M&T Bank
10. Susquehanna Bank
11. First People's Credit Union
12. Hometown Bank

Emergency & Public Services

13. City of Cumberland Police
14. City of Cumberland Fire Department

Food & Drink

15. Kramer's Dill & Restaurant
16. Crabby Pig, The
17. Ed's Canal Pub
18. Manhattan Bar & Grill
19. City Lights
20. Curtis' Coney Island
21. Ristorante Ottaviani
22. Baltimore St. Grille
23. Mark's Daily Grind
24. Wild Mountain Cafe
34. Queen City Creamery

Lodging

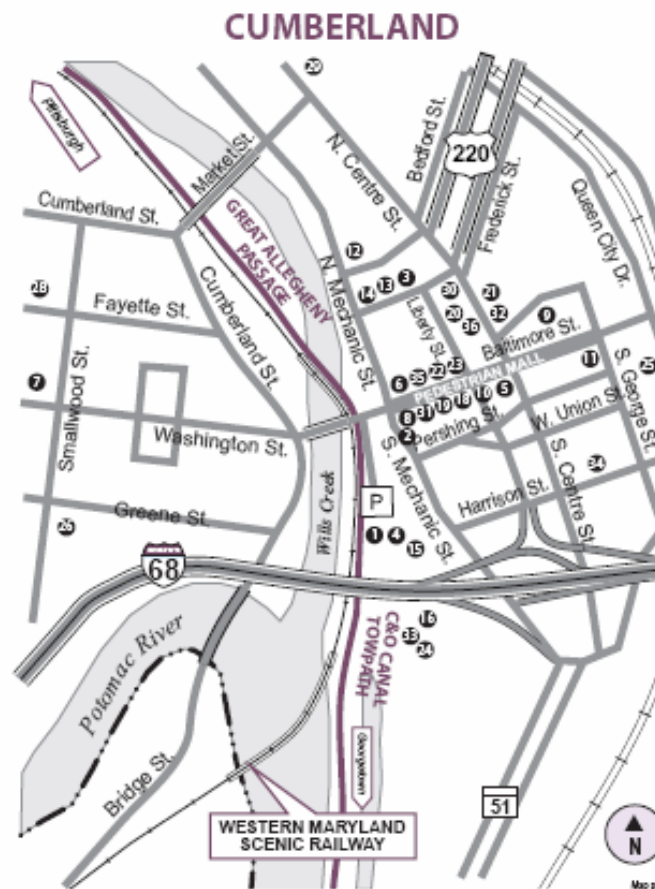
25. Cumberland Holiday Inn
26. Inn at Walnut Bottom
27. Inn on Dacatur
28. Bruce House B&B

Recreation

29. Cycles On Things
30. Potomac Segway

Specialty Stores

31. Fort Cumberland Emporium
32. The Book Center
33. Along the Tow Path
35. Monkey Business
36. Off Centre

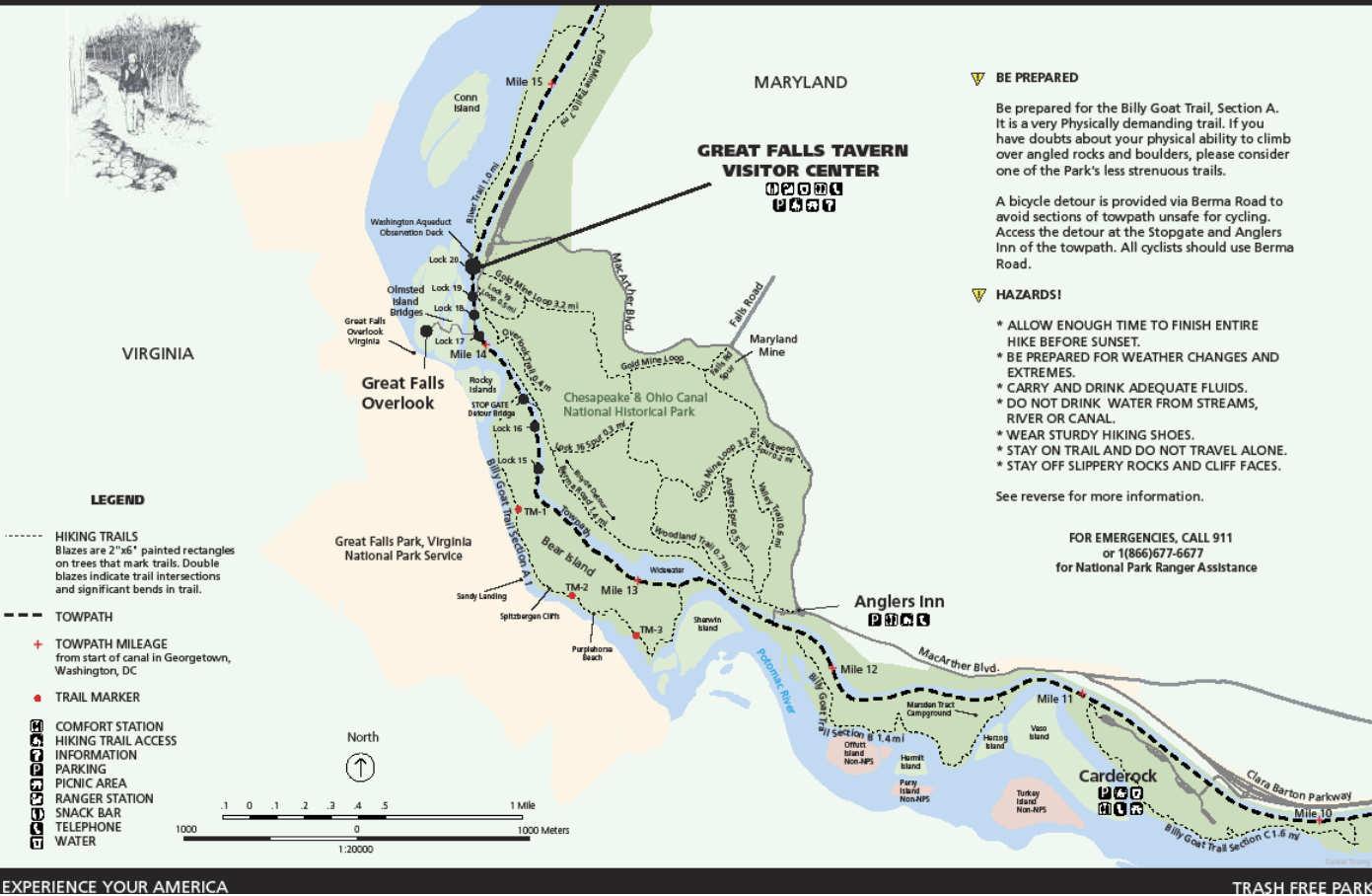


NPS Great Falls (Branding)

Hiking Trails of Great Falls Maryland

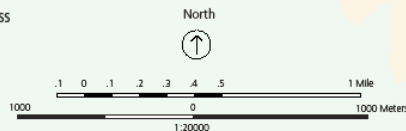
National Park Service
U.S. Department of the Interior

Chesapeake and Ohio Canal
National Historical Park



LEGEND

- HIKING TRAILS
Blazes are 2"x6" painted rectangles on trees that mark trails. Double blazes indicate trail intersections and significant bends in trail.
- TOWPATH
- + TOWPATH MILEAGE
from start of canal in Georgetown, Washington, DC
- TRAIL MARKER
- ☒ COMFORT STATION
- ☒ HIKING TRAIL ACCESS
- ☒ INFORMATION
- ☒ PARKING
- ☒ PICNIC AREA
- ☒ RANGER STATION
- ☒ SNACK BAR
- ☒ TELEPHONE
- ☒ WATER



BE PREPARED

Be prepared for the Billy Goat Trail, Section A. It is a very Physically demanding trail. If you have doubts about your physical ability to climb over angled rocks and boulders, please consider one of the Park's less strenuous trails.

A bicycle detour is provided via Berma Road to avoid sections of towpath unsafe for cycling. Access the detour at the Stopgate and Anglers Inn of the towpath. All cyclists should use Berma Road.

HAZARDS!

- * ALLOW ENOUGH TIME TO FINISH ENTIRE HIKE BEFORE SUNSET.
- * BE PREPARED FOR WEATHER CHANGES AND EXTREMES.
- * CARRY AND DRINK ADEQUATE FLUIDS.
- * DO NOT DRINK WATER FROM STREAMS, RIVER OR CANAL.
- * WEAR STURDY HIKING SHOES.
- * STAY ON TRAIL AND DO NOT TRAVEL ALONE.
- * STAY OFF SLIPPERY ROCKS AND CLIFF FACES.

See reverse for more information.

FOR EMERGENCIES, CALL 911
or 1(866)677-6677
for National Park Ranger Assistance

Beyond Promotion, Tourism includes:

- Visitor Experience and Interpretive Product Development
- Research
- Workforce Development

WE PUT GREAT VACATIONS ON THE MAP



WESTERN MARYLAND
Visit Annapolis National Battlefield, go rock climbing or white-water rafting, or take in the spectacular views along the Historic National Road. Western Maryland's rich heritage and natural beauty make every trip an adventure.

CENTRAL MARYLAND
Catch a ball game and thrill to the downtown nightlife, or savor the delights of a farmer's market and seafood fresh from the bay. Central Maryland is where big city culture and small town charm come together.

CAPITAL REGION
Hike to the top of majestic Great Falls, enjoy all the thrills of Six Flags® America, or satisfy your curiosity at one of dozens of area museums. Maryland's Capital Region brings you plenty of variety, just minutes from our nation's capital.

SOUTHERN MARYLAND
Go bird-watching in Gilbert Run Park, explore Historic St. Mary's City, the original state capital, or tour a vintage lighthouse along the waterfront. Southern Maryland offers gorgeous views and plenty of fun things to do.

EASTERN SHORE
Sail the waters of the Chesapeake Bay, embark on a fishing expedition, spend an afternoon on the beach or go antiquing in a charming town. The Eastern Shore is equal parts relaxation and excitement.

LET THESE SIGNS LEAD YOU ON A MEMORABLE JOURNEY

 These roads will lead you on a journey into history and adventure. The 24 State Route Byways will take you across the state by road to discover the rich heritage and beauty of the region surrounding it.
FOR SERVICE BYWAYS INFORMATION, CALL 1-877-MD-BYWAY (877-632-9929)

 The Gateway Network celebrates the history and culture of the Chesapeake Bay allowing visitors to truly experience the splendor of the world's second largest estuary's natural, recreational and historical sites.
FOR CHESAPEAKE BAY GATEWAY NETWORK INFORMATION, CALL 866-BAY-WAYS (866-229-9279)

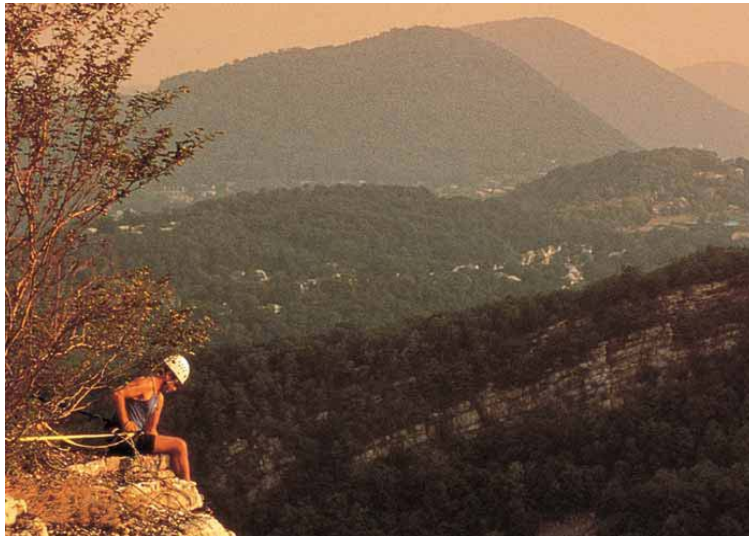
 Maryland played a pivotal role in the Civil War. The State's trail system will take you to the sites that can help bring you to the heart of the War and its impact on the history and culture of Maryland.
FOR MARYLAND CIVIL WAR TRAILS INFORMATION, CALL 888-248-4597

 **MARYLAND**
WELCOME

VISIT WWW.MDWELCOME.ORG OR CALL 1-800-MD-IS-FUN
FOR A FREE VACATION GUIDE AND TRAVEL CARDS GOOD FOR THE ENTIRE YEAR.

Words of Wisdom:

- Know your audience
- Remember your audience
- Deliver on the promotional promise
 - Talk to your visitors



Questions?

For more information, contact Marci Ross
at mross@visitmaryland.org

