



# Summary: Patriot Trails

## Overview

Valley Forge and Montgomery County have marketed their history for decades. With the proximity of locations such as Valley Forge National Historical Park and Peter Wentz Farmstead (twice a headquarters for General Washington), the campaign of the Continental Army has been a natural for attracting tourists.

The challenge faced recently by the VFTCB was twofold: Find a way to bring a modern vibe to an 18th century story. And make it easy for visitors to explore all that we have to offer.

The solution came via Patriot Trails, a web-based series of itineraries, all themed to the nation's quest for independence.

Patriot Trails includes:

- Complete information on the sites that were crucial to the campaign
- Customizable itineraries that accommodate the half-day visitor as well as the multi-stay vacationer
- Visitor-friendly addendums such as recommendations of where to stay, where to eat and what may make an interesting side trip, especially for families traveling with children
- Additional details on the unique personalities behind the story of the revolution
- A full-scale social media backup for promotion and engagement
- A user-responsive platform that loses none of the design or information when scaled for tablet or phone

## Execution

Extensive research was the start point. Using resources from Valley Forge National Historical Park, an outline was written, shaped and reshaped in an effort to arrive at an appropriate amount of detail that would not overwhelm visitors.

From there, copy was written and edited, again with an eye toward being comfortably digestible. The pages were then laid out and posted.

Supporting marketing materials were crafted in-house: A catchy logo. An engaging video. A behind-the-scenes blog posting. Eye-catching printed collateral. A PR push came from a media event when the concept was presented to the County Board of Commissioners who provided the original impetus. Their reactions? Blown away. "From a tiny acorn of an idea has grown this mighty oak," said one.

## Results

Media coverage has included press from hyper-regional papers to the Philadelphia Inquirer. Web hits number 20,000 to date.

Version 2.0 is in the works, leveraging the success. It will feature the holiday overlays that these historic locations annually include in their programming.

Further expansion of the brand will address itineraries linking the county's arts and culture scene, its brewpubs and wineries, its family-friendly destinations and further tourism opportunities.