

# Cumberland Plateau Heritage Corridor Presentation Outline

- Methodology
- Analysis
- Conclusions & Recommendations
- Next Steps

# Objective

- Identify potential trail opportunities across the region
  - Highlight clusters of complementary attractions that enhance market appeal and create a critical mass of visitor activities
  - Segment attractions and services by type, market appeal, and ability to support visitation
  - Examine potential niche marketing and cross-marketing strategies

# Methodology

# Methodology

- Iterative process
  - Identify Complementary / Related Attractions from the Visitor Perspective to Create Themed Experiences
  - Identify Relevant and Proximate Visitor Services
  - Assess Visitor Readiness
  - Identify Dominant Attraction Categories
  - Identify Target Markets (seniors, families, etc.)



# Complementary Activities = Themed Experiences

COMBO 1 History/Culture Travelers	COMBO 2 Outdoor Enthusiasts	COMBO 3 Gun & Rod Club	COMBO 4 Equestrian	COMBO 5 Country Charm
<u>Related Visitor Experiences</u>	<u>Related Visitor Experiences</u>	<u>Related Visitor Experiences</u>	<u>Related Visitor Experiences</u>	<u>Related Visitor Experiences</u>
Civil War / Military History	Biking	Fishing	Equestrian experiences	Equestrian experiences
Historic Towns / Sites	Boating	Hunting	Farms	Farms
Museums	Golfing	Motorsports		Historic Towns / Sites
Scenery	Hiking			Museums
Wineries	Scenery			Scenery
				Wineries
<u>Services</u>	<u>Services</u>	<u>Services</u>	<u>Services</u>	<u>Services</u>
Accommodations (except camping)	Accommodations (except camping)	Accommodations (except camping)	Accommodations (except camping)	Accommodations (except camping)
Food	Camping	Camping	Food	Food
Other Visitor Services	Food	Food	Other Visitor Services	Other Visitor Services
Shops and Stores	Other Visitor Services	Other Visitor Services	Shops and Stores	Shops and Stores
	Shops and Stores	Shops and Stores		

# Visitor Experience Themes

- Heritage / Cultural Travelers
- Outdoor Enthusiasts
- Gun & Rod Club
- Equestrian & Farm
- Country Charm

# Target Markets

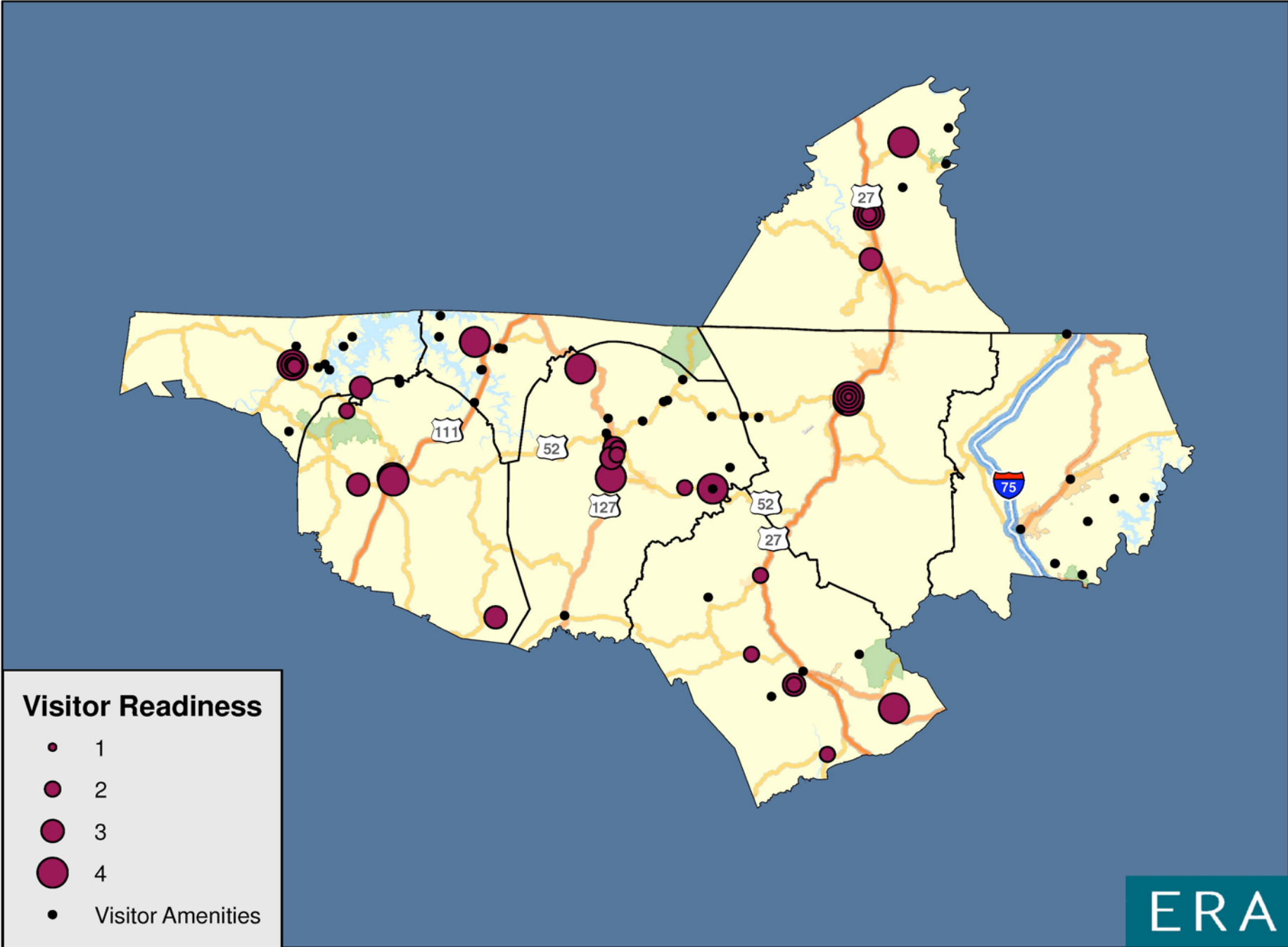
	Adults	Seniors	Families	Young Adult
History/Culture Travelers	X	X		
Outdoor Enthusiasts	X		X	X
Gun & Rod Club	X			X
Equestrian	X		X	
Country Charm	X	X		

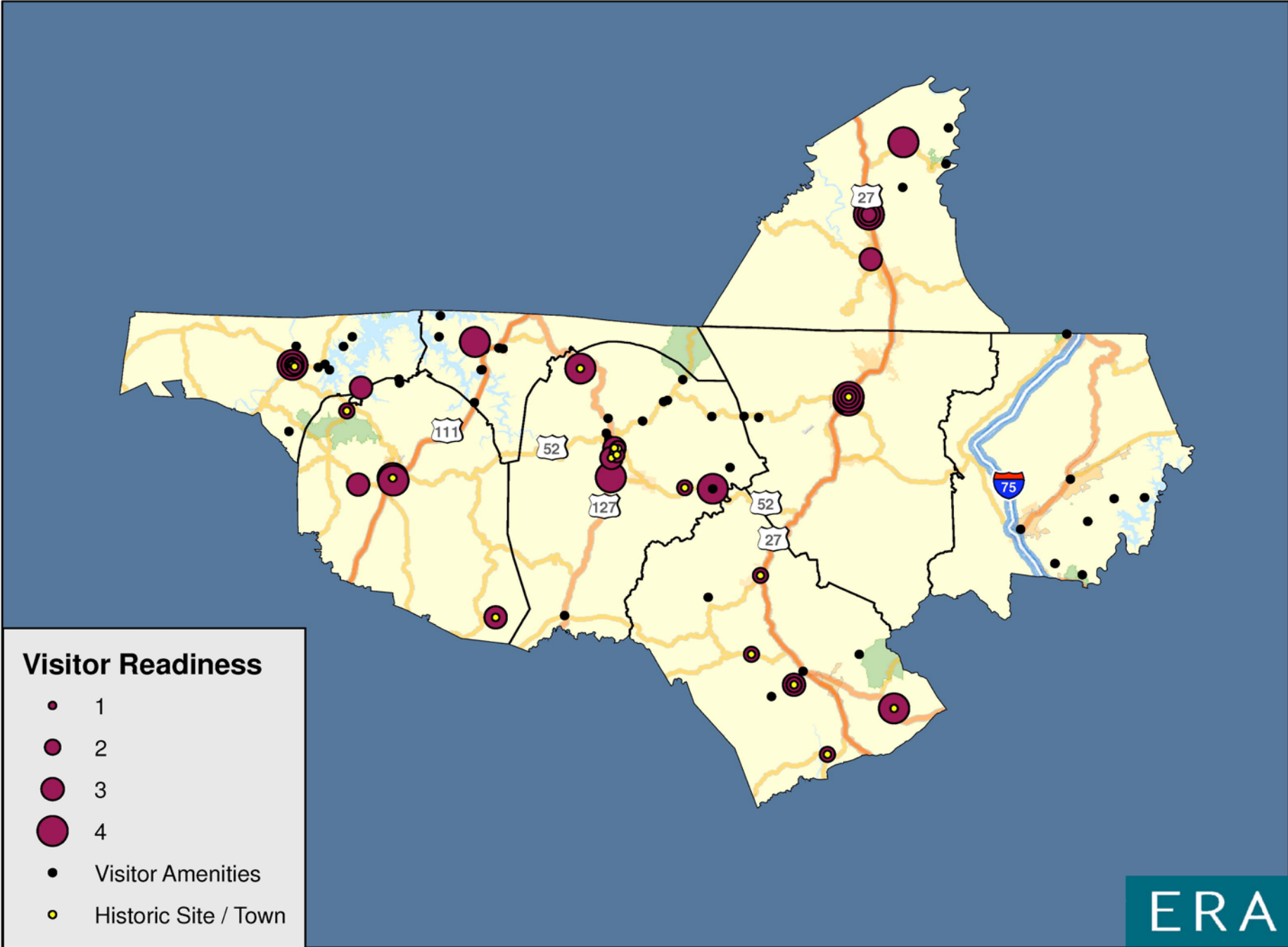
# Theme 1: Heritage / Cultural Attractions

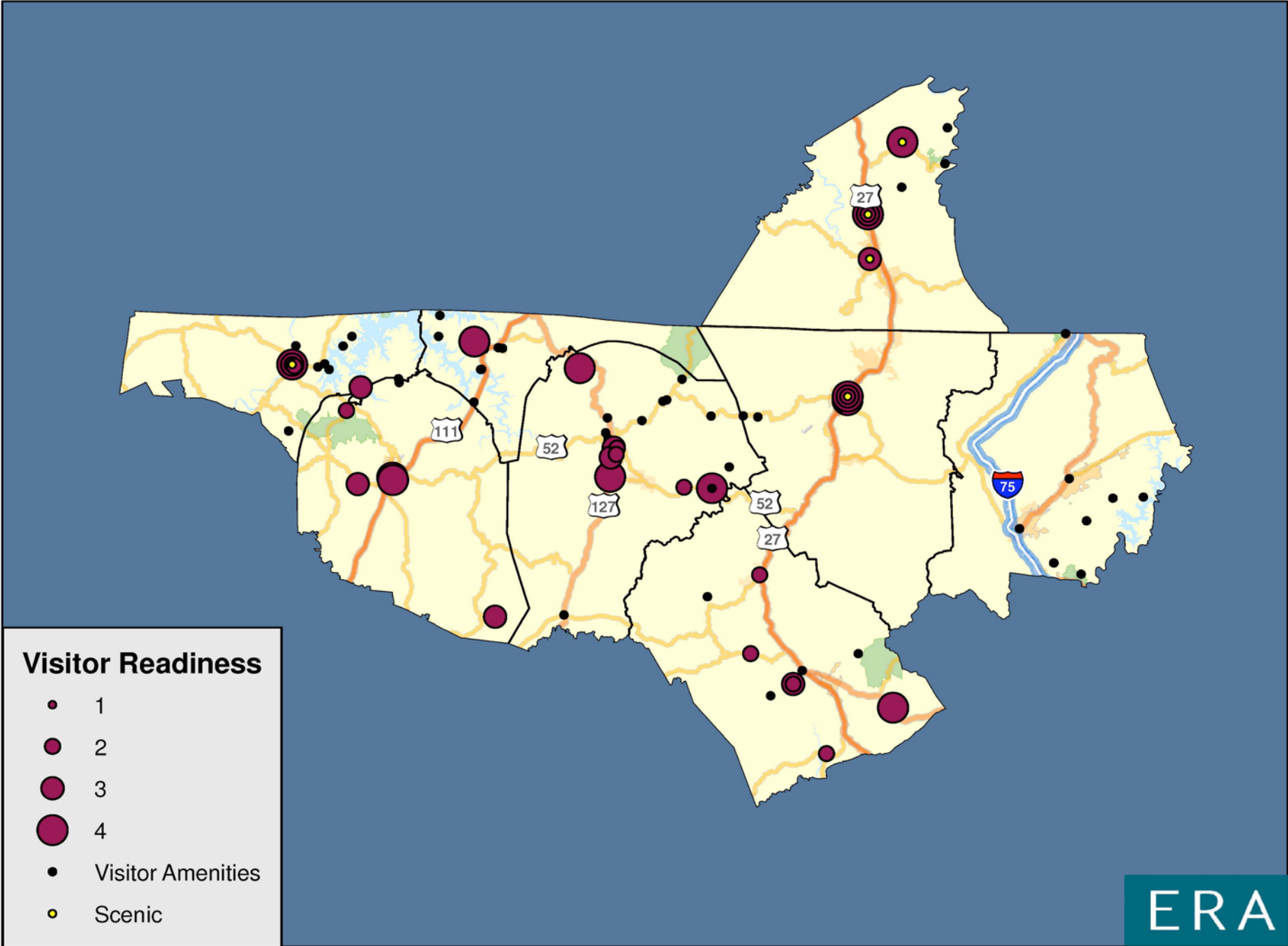
- Historic Towns / Sites (24)
- Scenery (16)
- Museums (7)
- Wineries (3)
- Civil War / Military History (2)

# History / Cultural Visitor Services

- Hotels / Motels
- Bed & Breakfasts
- Food
- Specialty Shops
- General Stores







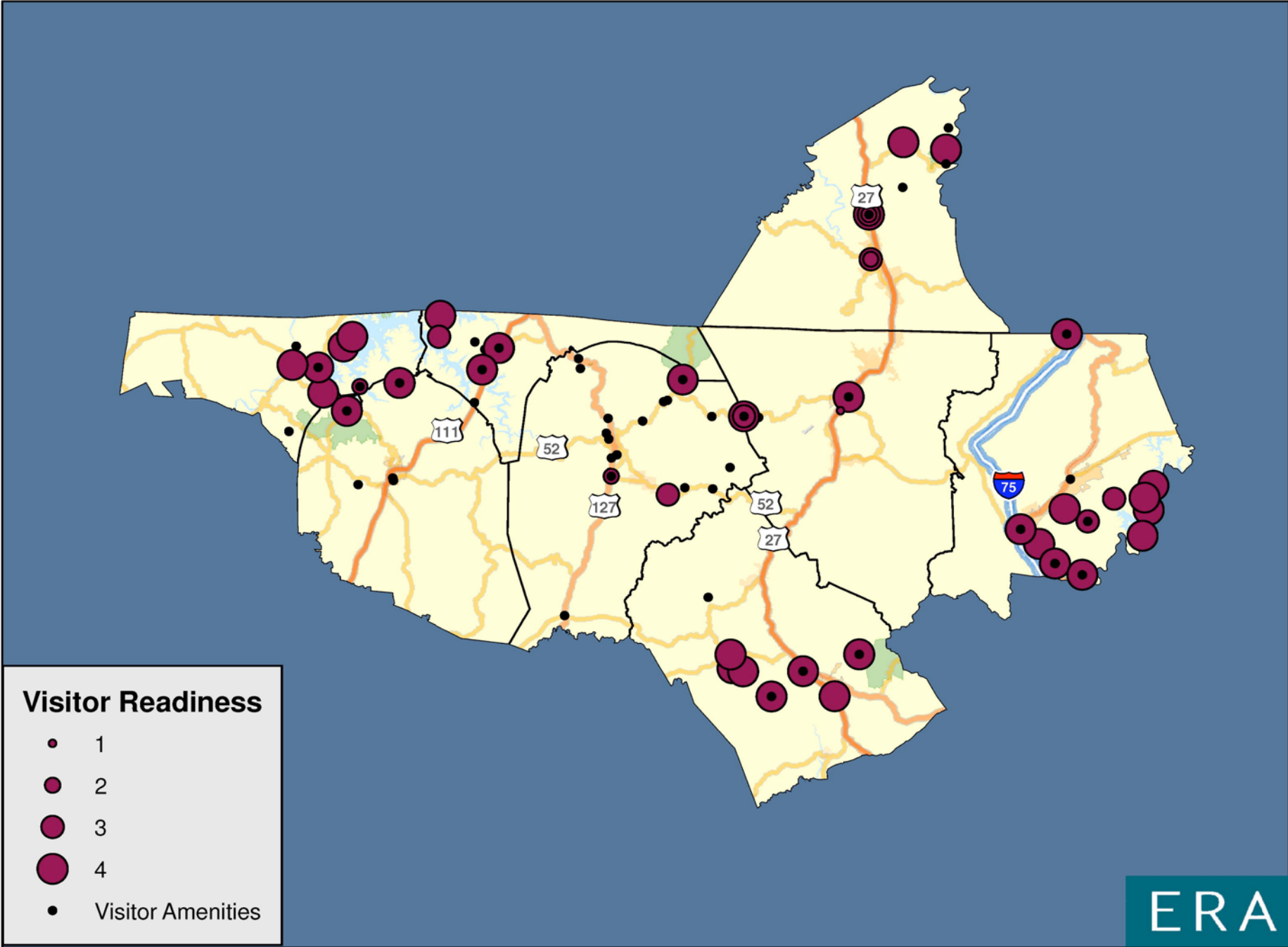


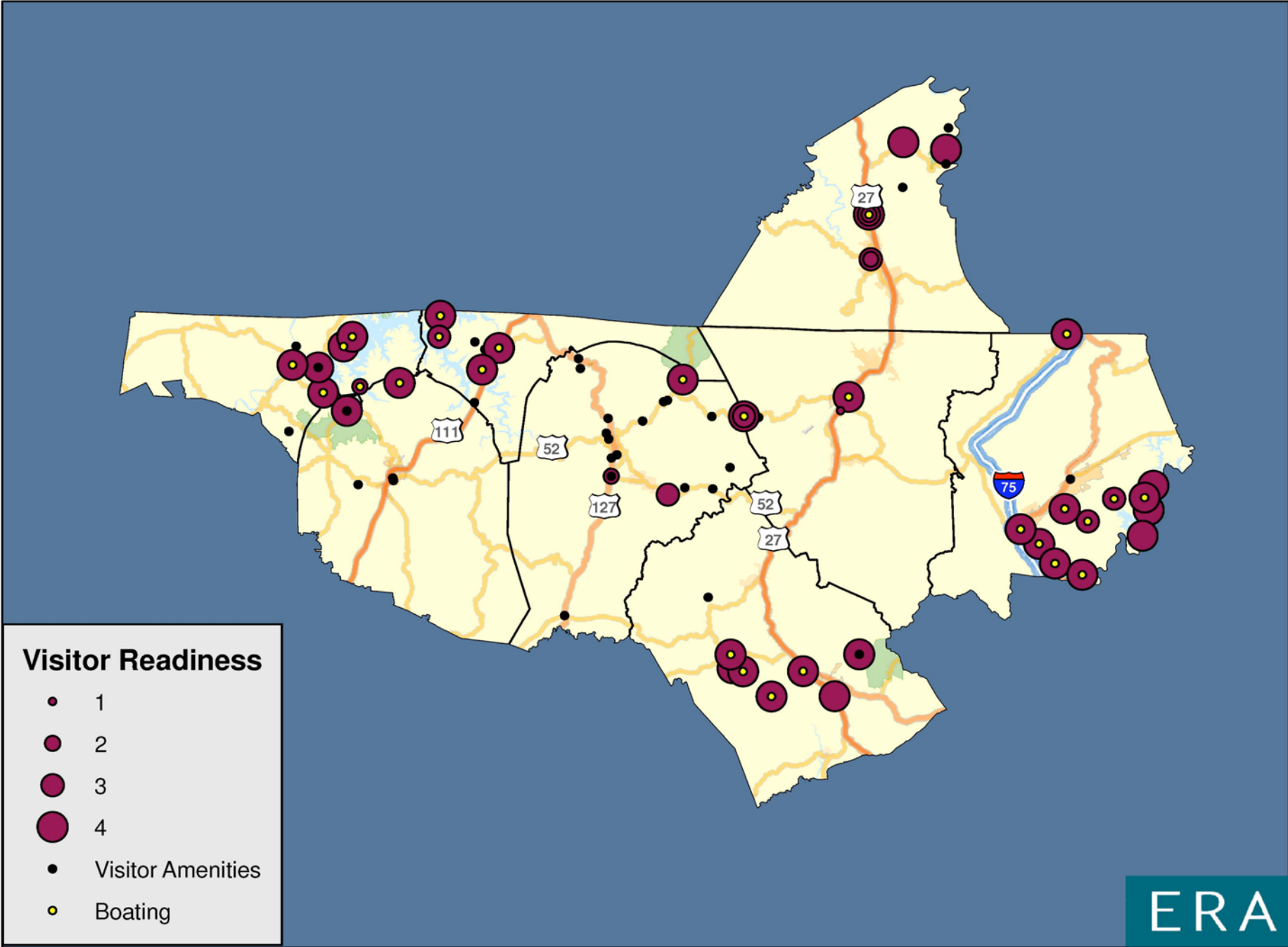
## Theme 2: Outdoor Experiences

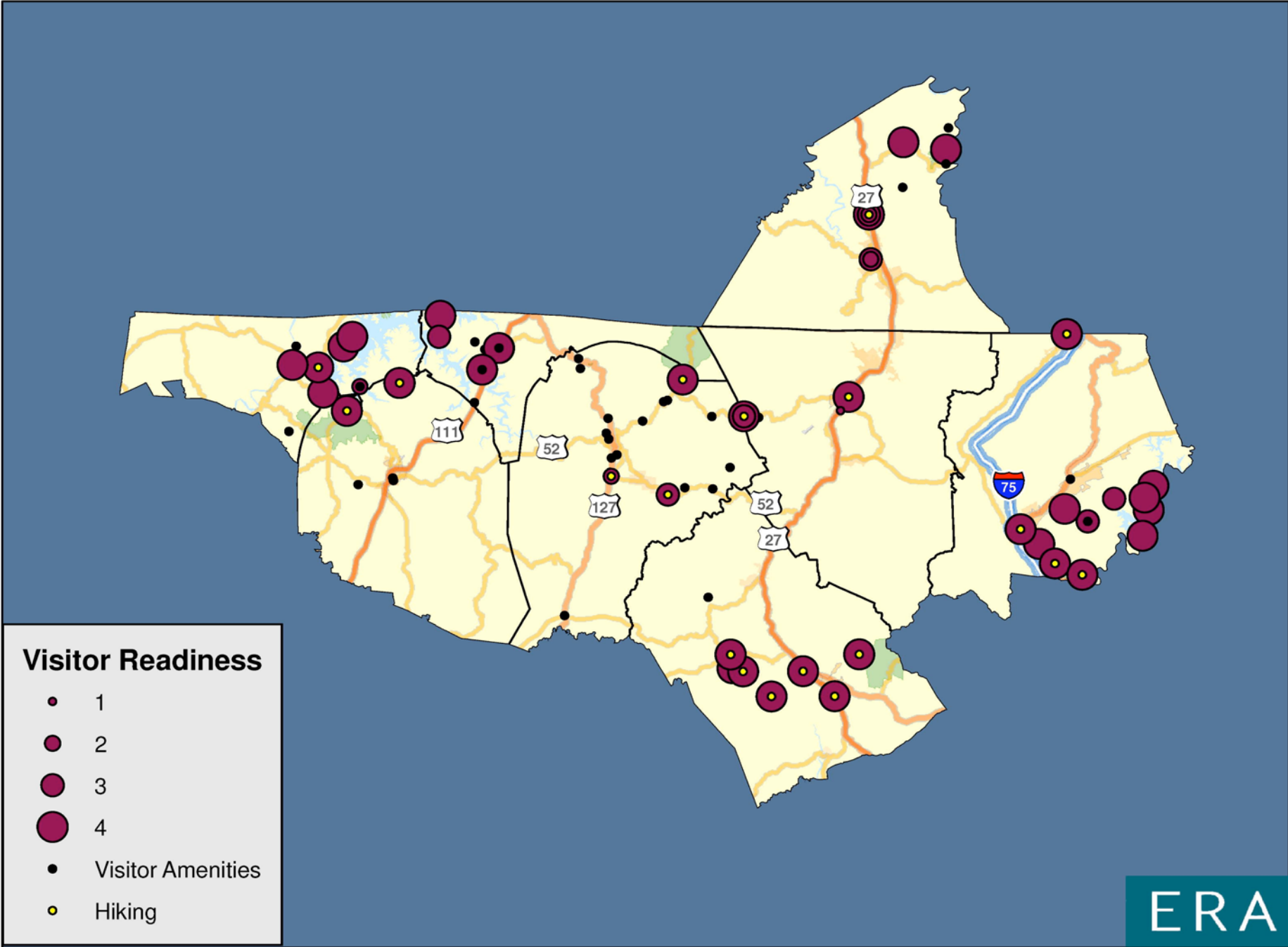
- Boating (35)
- Hiking (26)
- Scenic Viewpoints (15)
- Biking (5)
- Golf (2)

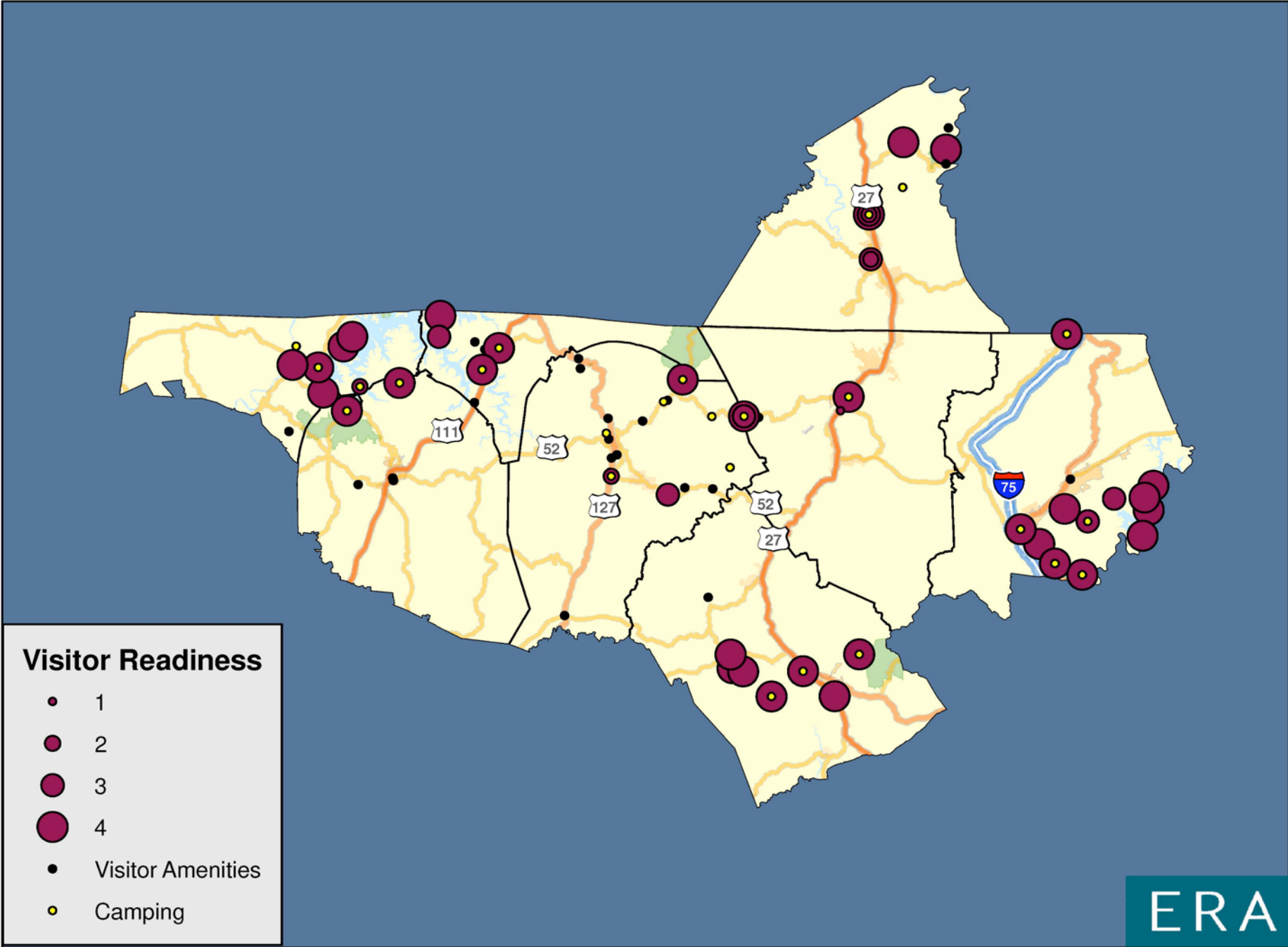
# Outdoor Visitor Services

- Camping
- Other Accommodations
- Food
- Specialty Shops
- General Stores









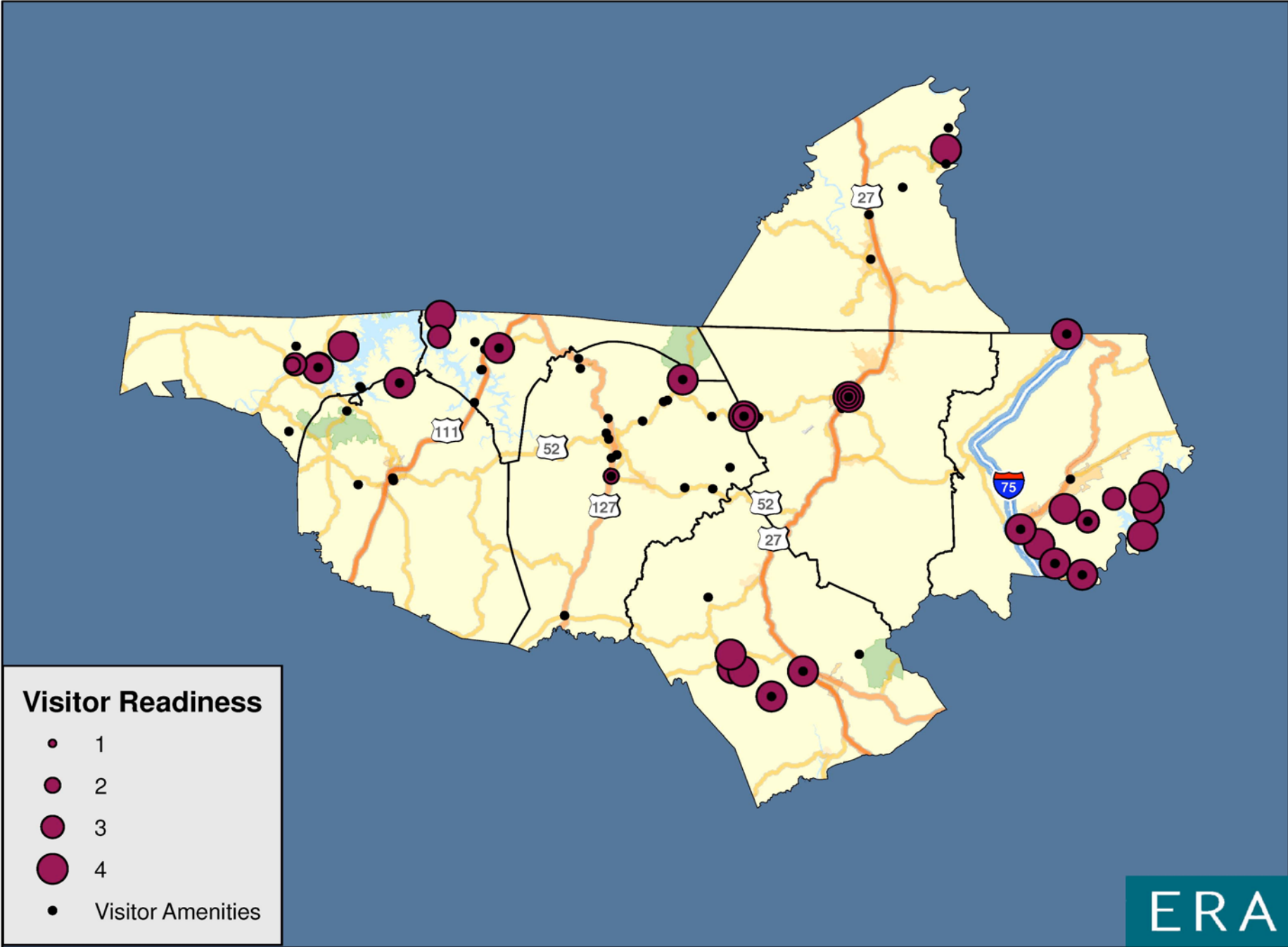
# Theme 3: Gun & Rod Experiences

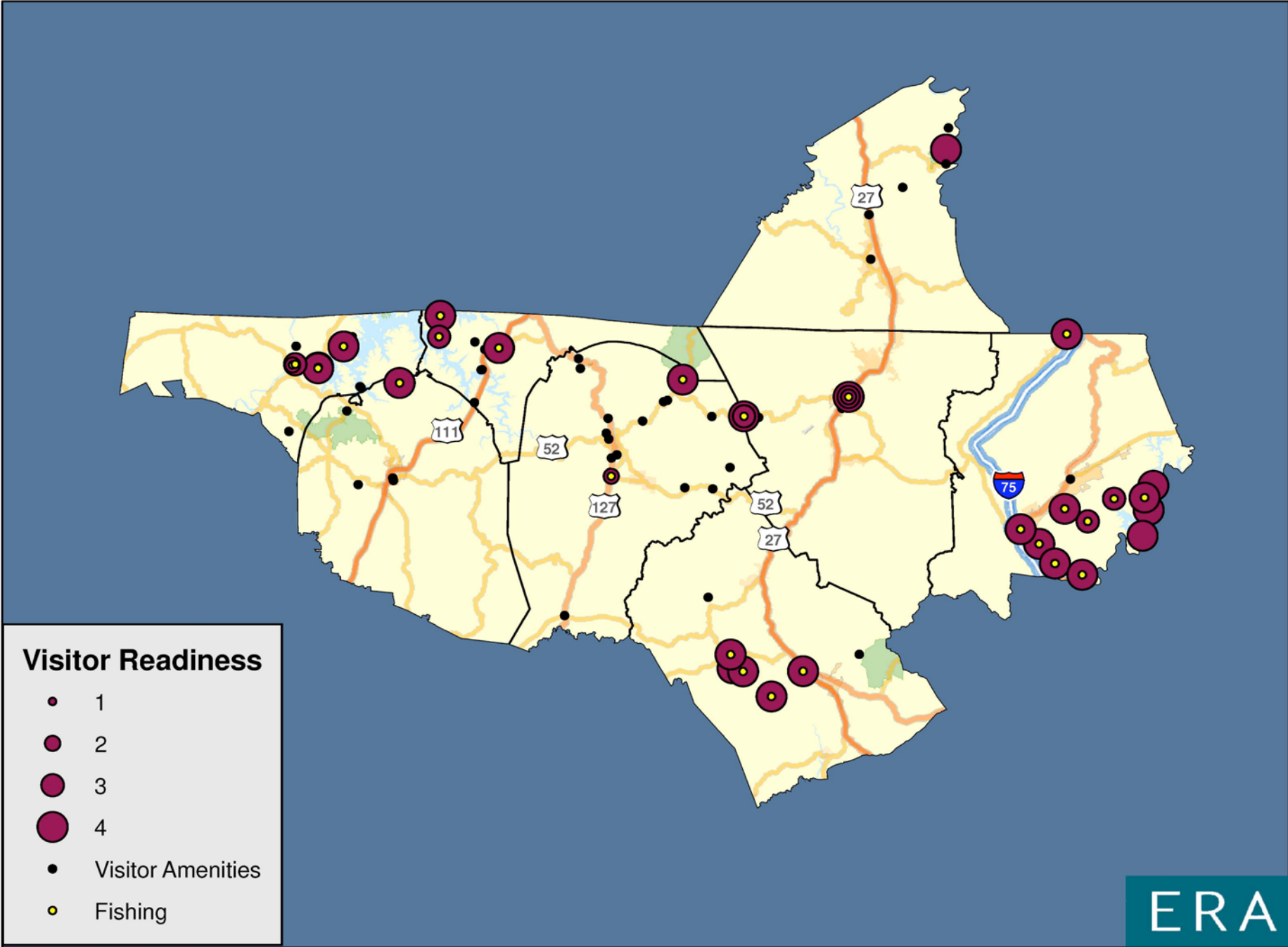
- Fishing (30)
- Hunting (3)
- Motor Sports (1)

# Gun & Rod Visitor Services

- Camping
- Other Accommodations
- Food
- Specialty Shops
- General Stores





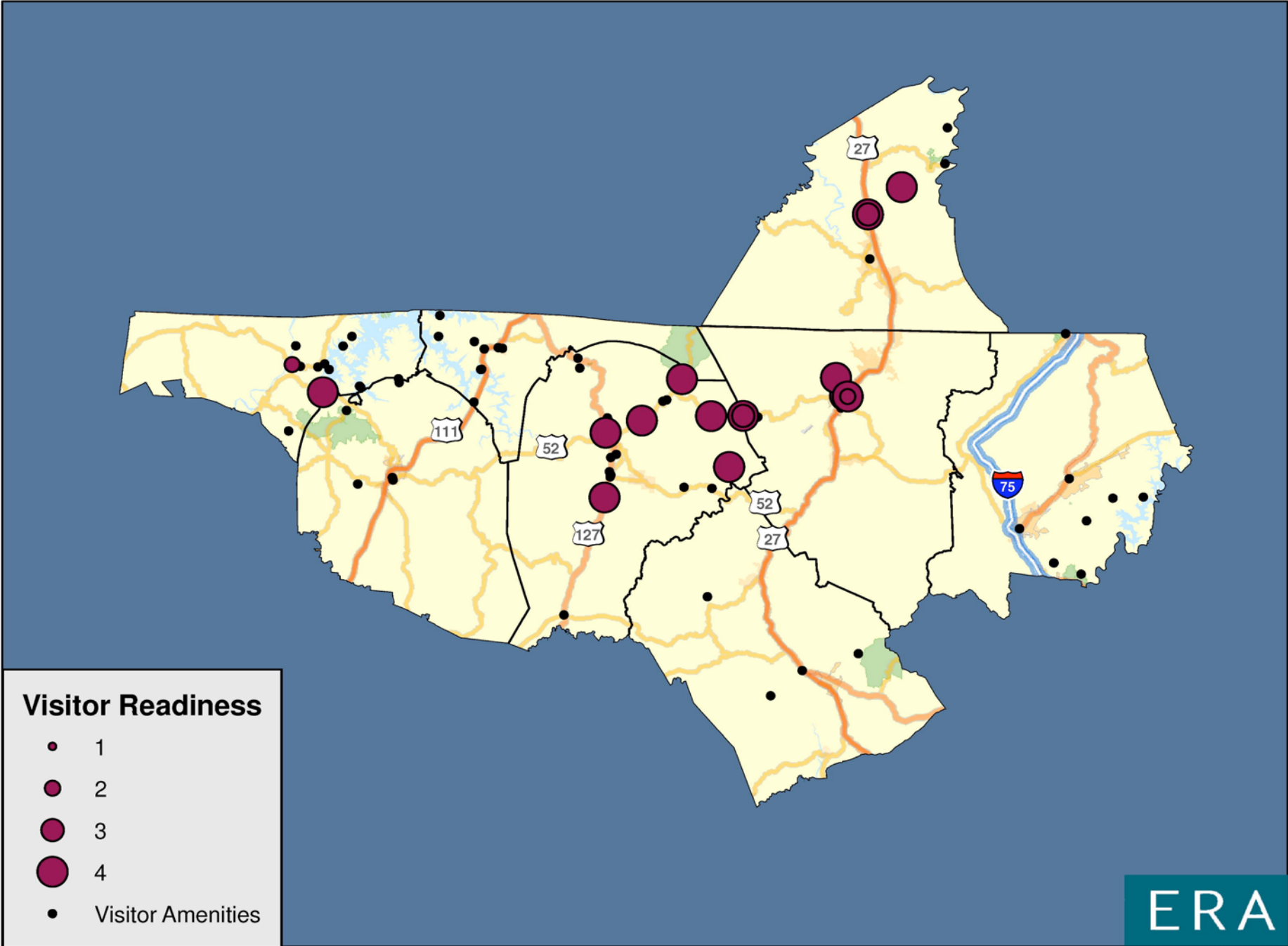


# Theme 4: Equestrian Experiences

- Equestrian Experiences (20)
- Farm (1)

# Equestrian Visitor Services

- Hotel / Motel
- Bed & Breakfasts
- Food
- Specialty Shops
- General Stores

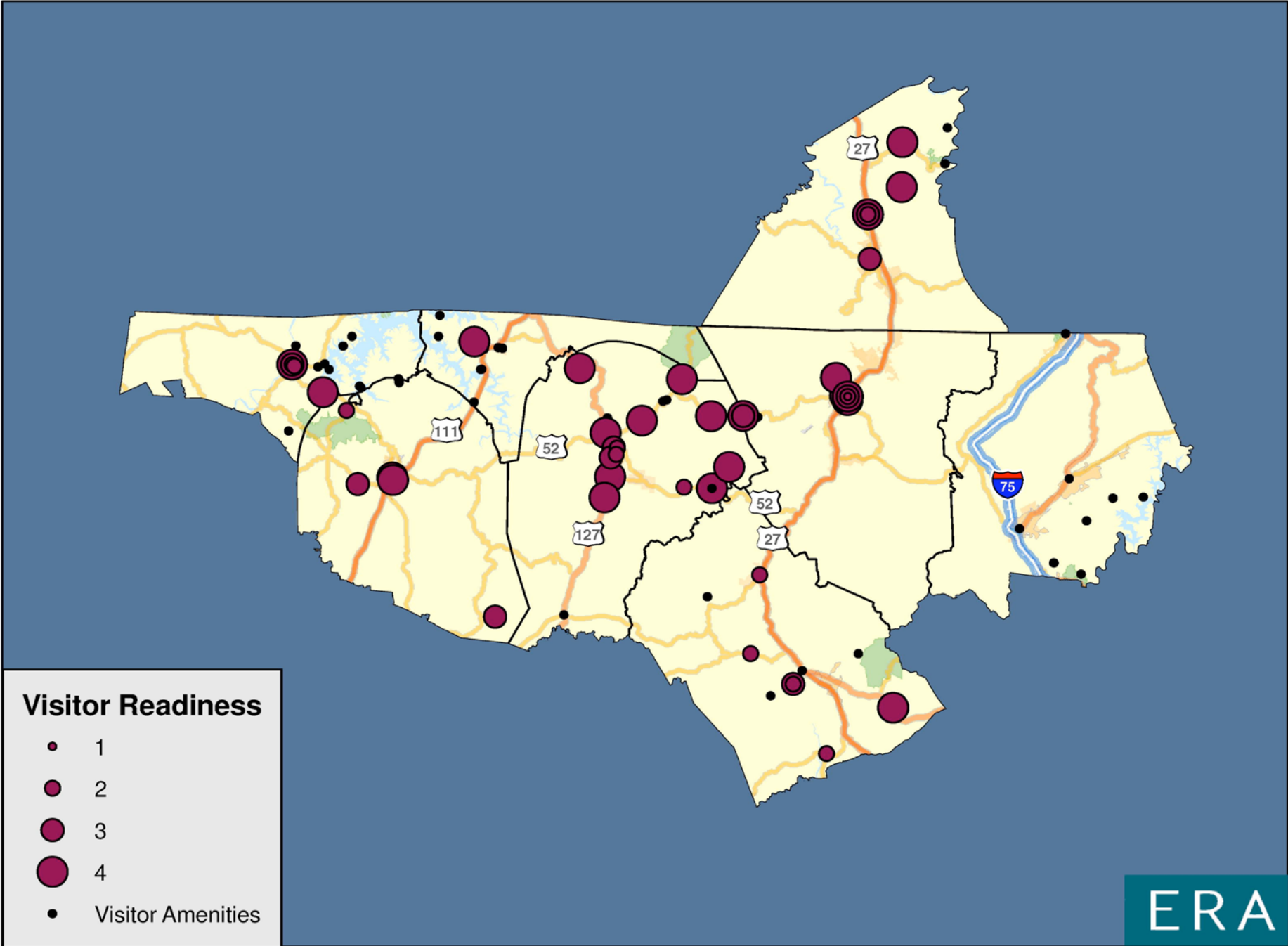


# Theme 5: Country Charm

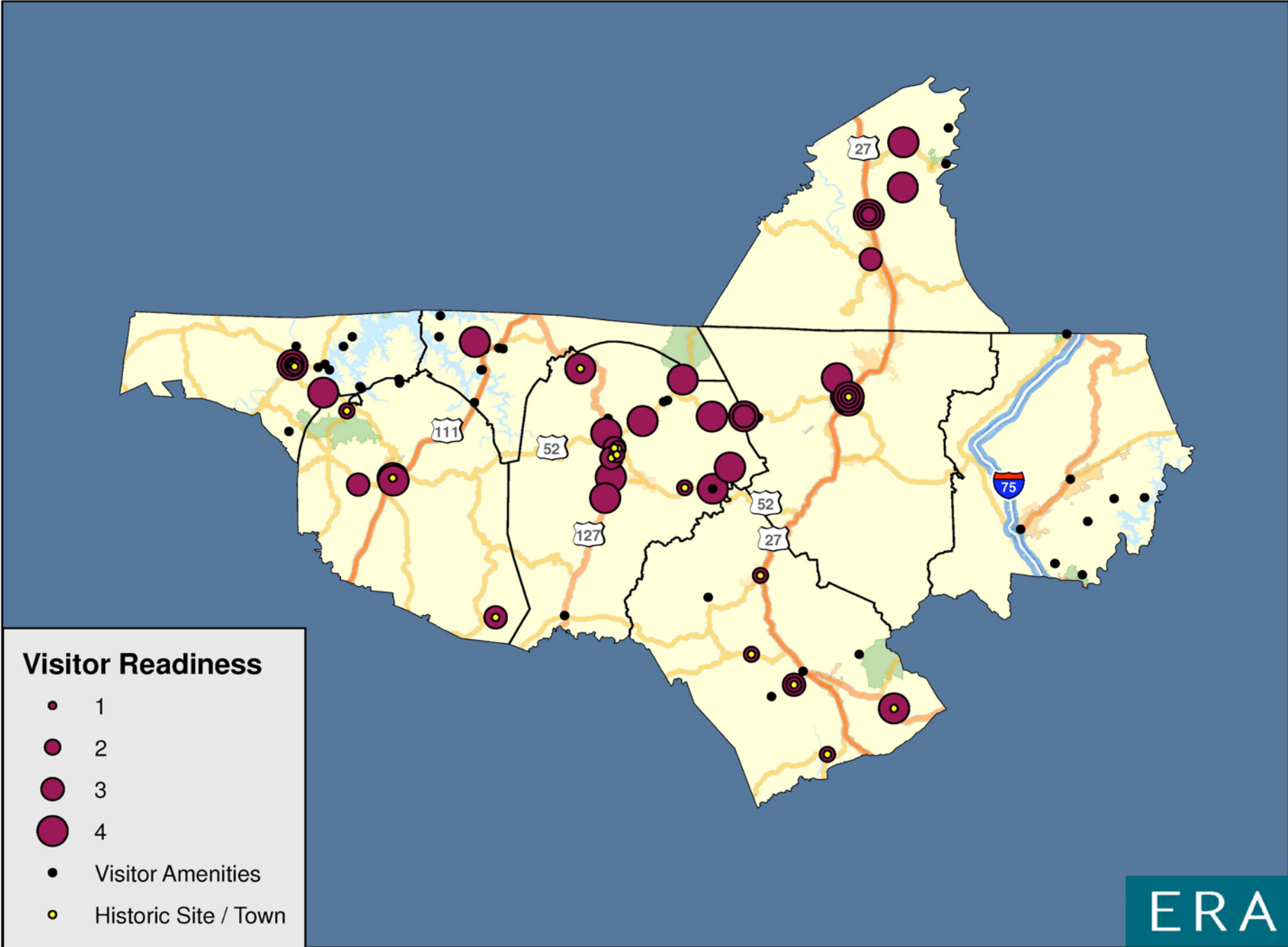
- Historic Town / Site (24)
- Equestrian (20)
- Scenic Viewpoints (16)
- Museums (7)
- Wineries (3)
- Farms (1)

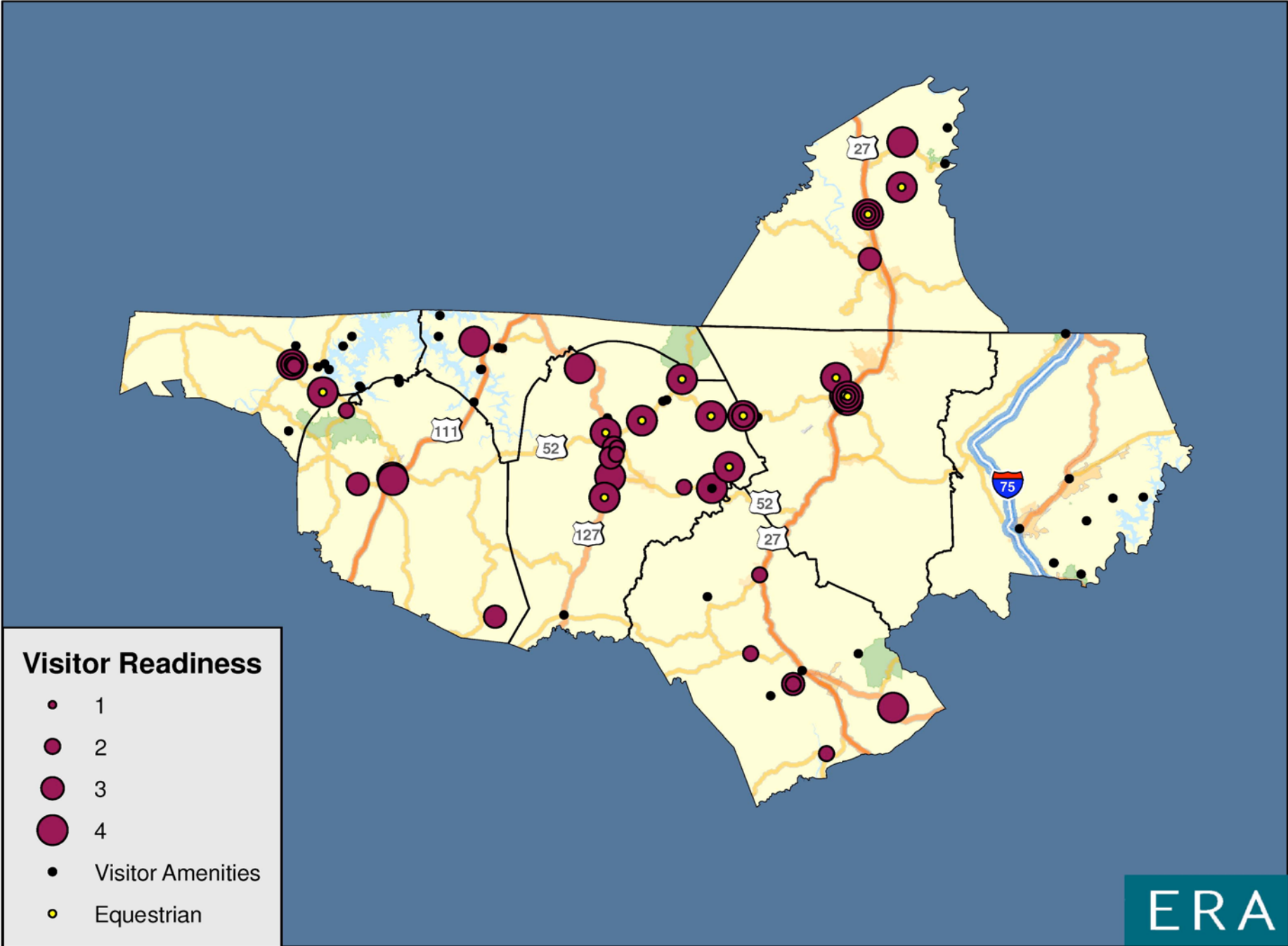
# Country Charm Visitor Services

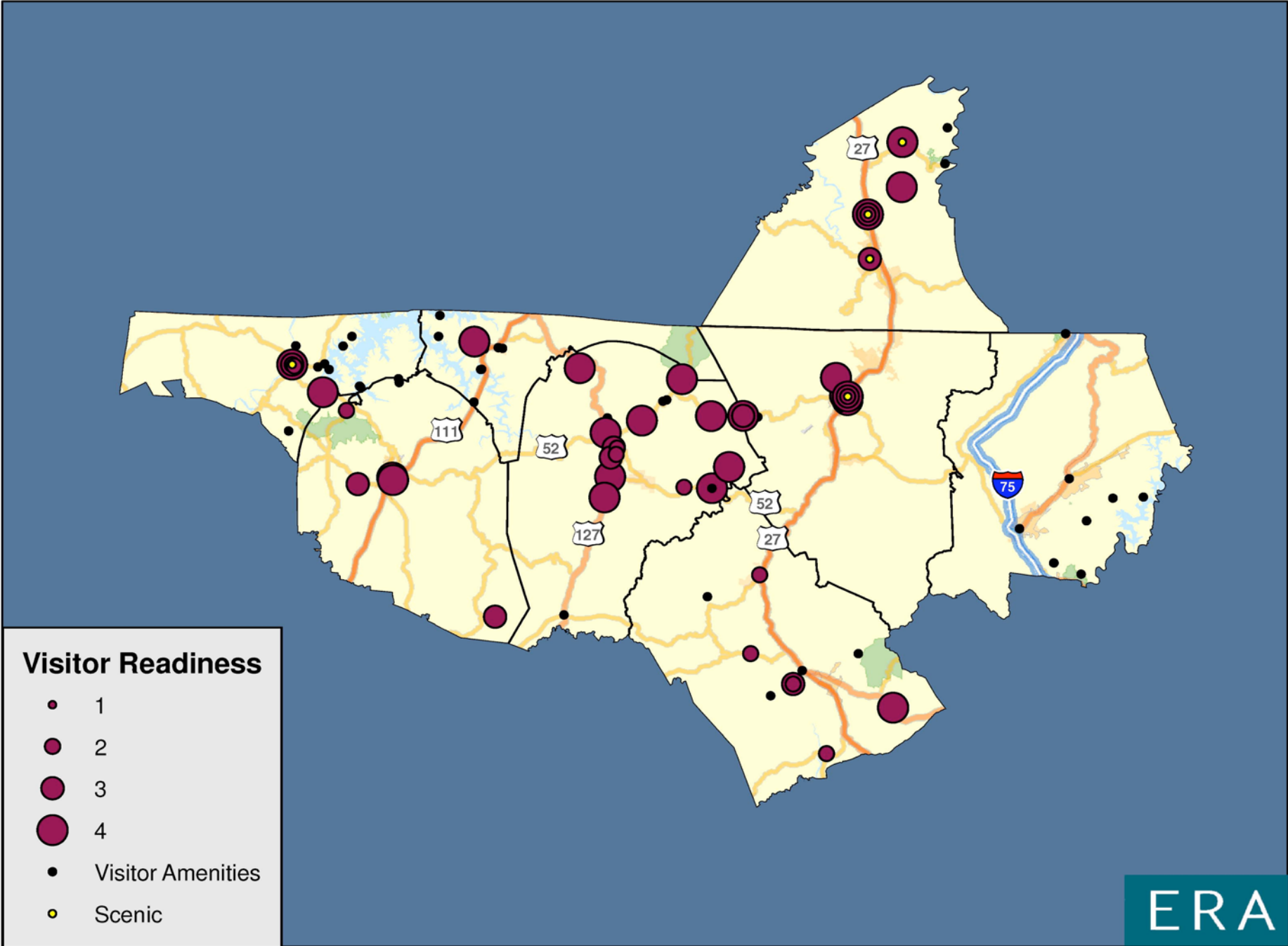
- Hotel / Motel
- Bed & Breakfasts
- Food
- Specialty Shops
- General Stores











# Conclusions and Recommendations

# Regional Strengths

- Outdoor Activities
  - Boating, Fishing, Hiking, Biking, Scenic Views
- Equestrian
  - Horse Farms, Horse Camps
- History / Culture
  - Historic Towns and Sites, Museums

# Outdoor Activity Clusters

- Strong clustering and critical mass opportunity around these areas:
  - Dale Hollow Lake
  - Norris Lake
  - Big South Fork
  - Cumberland State Park
  - Obed Scenic National River Park

# Outdoor Activity Trail Potential

- Highway 52 and 111 in Eastern Clay, Western Pickett, and Northern Overton
  - Well-anchored by camping and other visitor services
  - Diverse outdoor product offering
- Highway 27 from Obed north to Rugby and Oneida, to McCreary County
  - Towns in between attraction areas can provide services for northern and southern ends of trail
- Highway 63 along northern path of Lake Norris
  - Excellent access to Knoxville and I-75
  - Cluster of visitor services

# Equestrian Clusters

- Central Fentress County
- Oneida, TN
- Stearns, KY



# Equestrian Trail Potential

- Highway 52 from Oneida to Jamestown
  - Anchored by services at frequent intervals, including horse camps
  - Diverse product offering and Joint marketing potential with other attraction types located along this corridor
  - Highlight Agri-Business and horse farms
- Highway 27 from Central Scott County to McCreary County
  - Anchored by services in Oneida and Stearns
  - Joint marketing potential (same as above)

# History / Cultural Clusters

- Jamestown, TN
- Oneida, TN
- Stearns, KY
- Whitley City, KY
- Celina, TN
- Rugby, TN

# History / Cultural Trail Potential

- Highway 52 from Jamestown to Rugby
  - Anchored by excellent services in both towns
  - Critical mass attainable with many attractions close together in both towns
- Length of Highway 27
  - Southern half: Historic Sites / towns (some sites not visitor ready)
  - Northern half: Clustering of Scenic Viewpoints
  - Services available in Wartburg, Sunbright, Oneida, and Stearns
  - Joint marketing opportunities (other attraction types)

# Next Steps

# Recommended Next Steps

- Use local knowledge of roads, physical and natural boundaries to define visitor ready and visitor marketable trails and corridors from themed experiences
- Identify individual anchor attractions and services within themed experiences that can be linked to secondary attractions and services
- Identify necessary improvements to attractions and visitor services to strengthen themed trails and corridors
- Use final corridor and trail themes and alignments to prepare marketing materials such as visitor maps, route signs, package tours, advertisements, web site, etc.