

PROJECT GOAL

To have the Virginia Coal Heritage Trail designated a National Scenic Byway - extension of the Coal Heritage Trail National Scenic Byway of West Virginia.

PROJECT TIMELINE

JULY 2007

Designated by the VA General Assembly as the VA Coal Heritage Trail, an official Virginia Byway.

Virginia Coal Heritage Trail

a Virginia Byway



ECONOMIC IMPACT

- National Byway designation provides grant opportunities for various enhancement and preservation projects.
- Majority of heritage/culture tourists to Virginia stay multiple nights (well over half stay 4-10 nights).
- 76% of Virginia's heritage/culture tourists travel in their personal car on pleasure trips.
- Over 80% (118 million) of traveling U.S. adults are considered cultural heritage travelers.
- In 2005, over 68 million people visited National Heritage Areas.
- The National Coal Heritage Area in West Virginia:
 - directly generated 94 jobs.
 - generates \$3.4 million in tourist spending.
 - adds \$2.4 million in total value to the economy.

2007 - 2008

Seek endorsement of the project goal by the West Virginia Coal Heritage Trail Association and West Virginia legislative representation.

2009

Seek funding for the Corridor Management Plan.

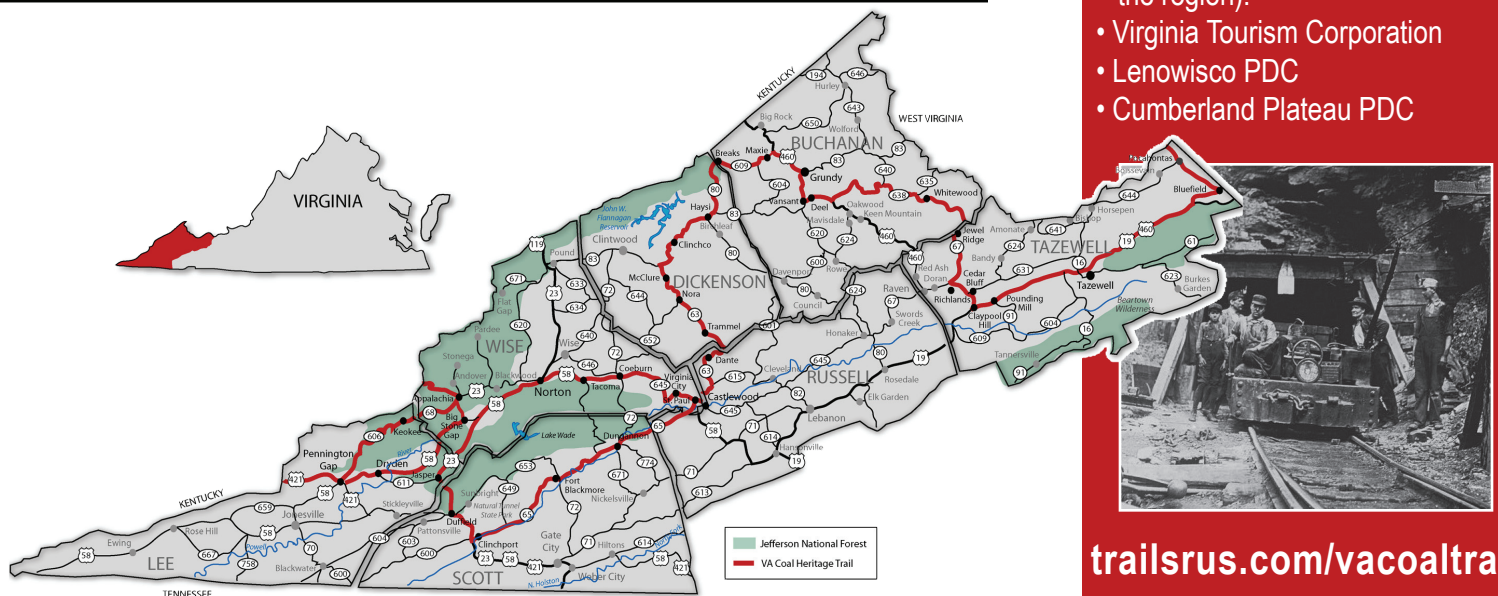
2010 - 2011

Complete Corridor Management Plan.

2012

Nominate route as a National Scenic Byway and extension of the National Coal Heritage Trail.

The 325 mile route meanders through the heart of Virginia's coalfield region including: Buchanan County, Dickenson County, Lee County, City of Norton, Russell County, Scott County, Tazewell County, and Wise County.



trailsrus.com/vacoaltrail