

PROJECT GOAL

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

PROJECT TIMELINE

July 2007

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

Virginia Coal Heritage Trail

a Virginia Byway



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

2010/11

Complete Corridor Management Plan

2012

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

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 generates 94 jobs
 - generates \$3.4 million in tourist spending
 - adds \$2.4 million in total value to the economy

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, Wise County

PROJECT PARTNERS

- Heart of Appalachia Tourism Authority (and all localities within the region)
- Virginia Tourism Corporation
- Lenowisco PDC
- Cumberland Plateau PDC

