



WEST  
VIRGINIA  
DEPARTMENT OF TOURISM

# AllTrails Partnership

HSMAI: Integrated Campaign

*almost heaven*



## WEST VIRGINIA

Almost Heaven. West Virginia is the mountain lifestyle where your personal longings are not only realized, but deeply fulfilled.

## ALLTRAILS

We believe nature is what unites us. Our mission is simple: to kindle the spirit of adventure.

# CAMPAIGN OVERVIEW

Almost Heaven. West Virginia has a reputation as one of the best destinations for outdoor enthusiasts, with its picturesque landscapes, breathtaking views, and over 1,500 miles of world-class hiking trails. However, not enough people knew about it, and the state wanted to ensure everyone can enjoy the beauty of its wilderness and bring awareness of our brand to new audiences.

We started by searching for the right partner – one with a similar mission, the ability to help people easily find the perfect trails for their skill level, and the scale to create awareness quickly. Enter AllTrails – the most recognized trail mapping app with 45 million members, advanced trail maps, reviews, and photos.

This first-of-its-kind partnership between a destination marketing organization and AllTrails would encourage people to get out onto the trails, offering a free 1-year AllTrails Pro subscription (now Alltrails+) to those committed to traveling to West Virginia in the fall.

*almost heaven*



# GOALS

- Raise awareness of the AllTrails app, increasing customer acquisition through subscription purchases
- Encourage participation with West Virginia trails during fall, highlighting the state's incredible foliage (September – October '22)
- Raise awareness and boost credibility of West Virginia as a world-class outdoor recreation destination
- Drive travel to the state and participation in West Virginia trail systems

# TACTICS + RESULTS

# TACTIC: LANDING PAGE

Our campaign assets drove to a custom dedicated landing page, that explained the partnership, provided promo code redemption instructions, and had impeded AllTrails widgets highlighting the states most hidden gem hiking trails.

**WEST VIRGINIA** **ALLTRAILS**

**READY TO HIKE LIKE A PRO?**

As the 3rd most forested state, West Virginia is the perfect place to see fall color. To help you explore the more than 1,500+ miles of trails within the state, we have teamed up with AllTrails, the #1 hiking app. Click the button below to claim a one-year FREE AllTrails Pro subscription and start traversing the trails of West Virginia.

[SEND ME MY FREE CODE](#)

**FALL FOR AUTUMN ADVENTURES**

Look for fall foliage and get the most out of your hike all year through the fall. From picturesque mountain views to scenic river valleys, there's something for everyone in the Mountain State. Find the best spots to see fall foliage in West Virginia and get the most out of your hike all year through the fall. From picturesque mountain views to scenic river valleys, there's something for everyone in the Mountain State. Find the best spots to see fall foliage in West Virginia and get the most out of your hike all year through the fall.

[SEE FOLIAGE IN WV](#)

**FALL HIKING IN #ALMOSTHEAVEN**

**WEST VIRGINIA**

**ALMOST HEAVEN**

[FREE TRAIL GUIDE](#)

**WHAT IS ALLTRAILS PRO?**

With over 40 million users, AllTrails is a must-have app among avid outdoor adventurers loaded with curated trail info, detailed maps, reviews and more. With an annual AllTrails Pro subscription, you will have access to everything you need to plan your next adventure, including downloadable offline maps, off-route alerts, 3D mapping and so much more. Become a true "trail-pro" by claiming your FREE subscription today.

[I'M READY TO CLAIM MY CODE](#)

**EXPLORE HIDDEN GEM HIKES**

**HIDDEN GEM TRAIL**

State, WV - Boone County

Enjoy this 17-mile out-and-back trail near State, West Virginia. Considered a moderately challenging trail, it takes an average of 5h 30min to complete.

**VIRGINIA ISLAND TRAIL**

Marion Park, WV - Jefferson County

Check out this 12-mile loop trail near the Marion Park, West Virginia. Generally considered an easy trail, it takes an average of 4h 00min to complete.

**WHY ARE HIKERS HEADING TO WEST VIRGINIA?**

**Outside**  
The 12 Best National Forests to See Fall Foliage in the U.S.

**Fodor's**  
The Best Spots to Go Leaf Peeping Across the American South

**almost heaven**

# TACTIC: EMAIL PROGRAM

The email program development was robust. Upon promocode request, the Tourism Department had automatic email deployment that issued a unique promo-code along with top hiking spots, and additional trip planning tools.

Once the traveler was interest, they were entered into a custom email journey that provided fall foliage updates, things to do during their trip, and additional trails to consider.

WEST VIRGINIA X AllTrails

### READY TO EXPLORE SCENIC TRAILS?

Use the one-time promo code below to claim your one year FREE of AllTrails Pro.

**18DJWEA8YZCJM257**

Visit [AllTrails.com/try](https://www.alltrails.com/try) on in a web browser to redeem your promo code.

With your annual AllTrails Pro membership you will have access to everything you need to plan your next adventure, including downloadable offline maps, off-roads alerts, 3D mapping and so much more.

### DISCOVER HIDDEN-GEM HIKES

- Three Rivers Loop**  
0.2 MI. LOOP  
DIFFICULTY: **easy**
- Wander in the Sky Trail**  
0.7 MI. TRAIL  
DIFFICULTY: **easy**
- Mount Frank Trail**  
1.5 MI. TRAIL  
DIFFICULTY: **easy**

### PLAN YOUR TRIP: CABINS TO BOOK THIS FALL IN WEST VIRGINIA

The lush colors of fall are quickly approaching-making now the perfect time to start planning a cozy hiking getaway in Almost Heaven.

[DISCOVER FALL GETAWAYS](#)

### WEST VIRGINIA 2022 FALL FOLIAGE MAP

Plan your leaf-peeping hike and let our official 2022 Fall Foliage Map lead the way!

[DOWNLOAD YOUR MAP](#)

**GETAWAY PER STAGE**

- [EASY GETAWAY](#)
- [MEDIUM GETAWAY](#)
- [HARD GETAWAY](#)
- [EXTREME GETAWAY](#)

Map data courtesy of AllTrails Pro. All rights reserved. © 2022 AllTrails Pro. All rights reserved. All rights reserved.

WEST VIRGINIA

YOUR NEXT COUNTRY ROAD ADVENTURE AWAITS.

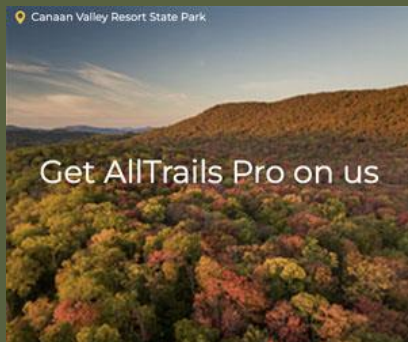
[CLICK HERE >>](#)

*almost heaven*



# TACTIC: PROGRAMMATIC DISPLAY

Animation



## TACTIC: SOCIAL MEDIA

To raise awareness and drive conversion, Meta was prioritized given the engagement opportunity and greater scale to target by core activity interests and lookalike capabilities.

Paid tactics were used in conjunction with robust organic content distributed around this campaign, including Reels and Stories encouraging users to tag #AllTrails and #AlmostHeaven

Results: **4,177,851** impressions delivered, and most importantly, this campaign generated **the majority of our paid conversions** and registrations for AllTrails.





# TACTIC: SOCIAL MEDIA STATICS

**West Virginia Tourism**  Sponsored 

Hike in West Virginia and get [AllTrails Pro](#) for free.



WVTOURISM.COM [Learn more](#)

**Get AllTrails Pro For Free**

 Like  Comment  Share 

**West Virginia Tourism**  Sponsored 


Awaken your adventurous spirit. 🍂👤 Head to our site for a special code that unlocks [AllTrails Pro](#) for FREE.




WVTOURISM.COM [Learn more](#)

**Unlock AllTrails Pro**

 Like  Comment  Share 



**West Virginia Tourism**  Sponsored 

Hike in West Virginia and get [AllTrails Pro](#) for free.

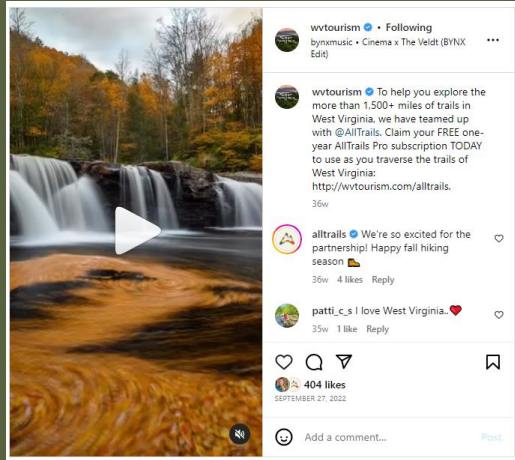


WVTOURISM.COM [Learn more](#)

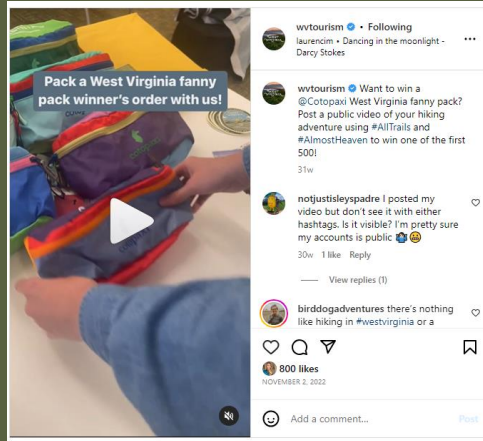
**Get AllTrails Pro For Free**

 Like  Comment  Share 

# TACTIC: SOCIAL MEDIA REELS



Example



Example



Example





# TACTIC: INFLUENCER

# PROGRAM

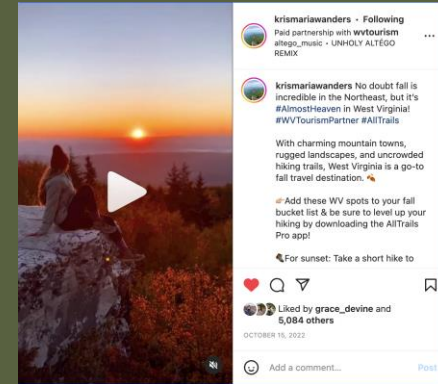
To reach a regional and national audience, we partnered with 3 influencers to further amplify the partnership.

We hosted two regional brand ambassadors in state and utilized a national brand ambassador to share the partnership via Instagram stories.

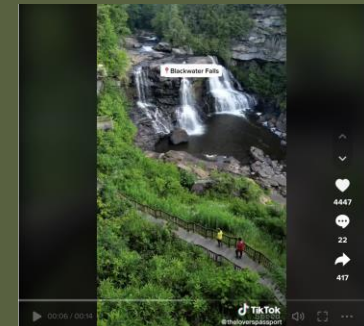
Results: 104 social media posts reaching more than 907,000 consumers generating 55,000 engagements. 24k promo code requests produced



Example 1



Example 2



Looking for the best fall foliage hiking spots? West Virginia and AllTrails have you covered. This fall, you can get a free 1-year AllTrails Pro membership to help you reach new heights when you visit West Virginia Tourism 🍁



# OVERALL RESULTS:

24,000

PROMOCODES  
ISSUED

12,000

FULLY REDEEMED  
CODES

1,100%

EXCEED PARTNER  
GOALS

146,369,980+

---

EARNED MEDIA  
IMPRESSIONS



# ROI





# RETURN ON INVESTMENT

The success of this program was most notably measured by redemption codes, where the goal was exceeded by 1,100%. For the specific disciplines below, ROI is provided.

- Public Relations ROI: \$993,279.82 in advertising equivalency value
- Influencer Program ROI: \$3.1 million in earned media equivalency value as compiled by Klear, the leading influencer marketing platform owned by Meltwater





Thank You

WEST  
VIRGINIA