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- Civil War Trails delivers economic development by the carload — everyday.
- Civil War Trails, Inc., is a nonprofit founded in 1994 offering more than 1,200 sites in Virginia, Maryland, West Virginia, North Carolina, Tennessee, and Pennsylvania.
- Civil War Trails is governed by a board of directors comprised of state and municipal tourism officers and other stakeholders.
- More than 800 partners (state travel offices, destination marketing organizations, chambers, businesses, museums, etc.) support and promote the program on a daily basis.
- More than 750 of our sites are being interpreted to the public for the first time.
- We produce in partnership 15 map-guide brochures that are distributed domestically and internationally, and are available online, at travel centers, sites, and amenities internationally.

ABOUT OUR VISITORS*

- Interest in historic sites continues to grow at a rate exceeding the national average.
- History travelers are getting younger with the largest increase seen in the 25–34 range.
- Our average overnight history travel party of 2.5 guests stays 3.5 nights spending over \$1,000.
- Our average guest spent 25% of their budget on food and beverage, and 33% on lodgings.
- Interest in history continues to grow, especially among foodies, beer, and recreation travelers.
- Millennials actively look for historic sites, shops, and lodging when they travel.

2019 HIGHLIGHTS

- Launched our new GPS based, digital, interactive map on the website.
- Designed, updated, and reprinted six maps due to popular demand.
- Completed our membership survey and began testing new marketing universals.
- Were recognized by the Maryland Department of the Environment and Virginia Green.
- Welcomed 105 new sponsors into the program.
- First new sites added in Pennsylvania.

2020 HIGHLIGHTS — So Far!

- Above average requests for brochures during the first two quarters.
- Redesign and reprinting of two brochures to keep up with increasing demand.
- Interest in road trips to rural places and outdoor amenities continues to rise.**
- Updated and refreshed 22 interpretive signs.

**Statistics derived from several reports generated by Virginia Tourism Corporation, Economic Development Partnership of North Carolina, Maryland Office of Tourism Development, U.S. Travel, Chmura Economics, National Trust for Historic Preservation and American Battlefield Trust.*

***Destination Analytics, Longwoods, Miles surveys.*

