

WEST MICHIGAN ENVIRONMENTAL ACTION COUNCIL

MARKETING CONSIDERATIONS FOR YOUR WATER TRAIL

WMEAC

WHO IS WMEAC?

INFORMING, ENGAGING AND NURTURING AN INCLUSIVE COMMUNITY, ACTING TOGETHER TO PROTECT NATURAL RESOURCES, MITIGATE CLIMATE CHANGE AND BUILD A RESILIENT WEST MICHIGAN

Protecting Water Resources

Non-Profit 501c3

West Michigan's voice for environmental protection since 1968





WHY WATER TRAILS?

WMEAC

WHAT IS A WATER TRAIL?



WATER TRAILS

Designated routes on a waterway, specifically designed, implemented, and managed to foster educational and recreational experiences for non-motorized watercraft

A wooden canoe is beached on a sandy shore. The background shows a large body of water under a blue sky with scattered clouds. A forested peninsula is visible in the distance.

LAKE MICHIGAN WATER TRAIL – BENTON HARBOR TO LUDINGTON

WEST MICHIGAN WATER TRAIL

LUDINGTON
WHITEHALL/MONTAGUE
MUSKEGON
GRAND HAVEN
HOLLAND
SAUGATUCK/DOUGLAS
SOUTH HAVEN
BENTON HARBOR/ST. JOSEPH



PUBLIC OUTREACH

BEST PRACTICES

MARKET ANALYSIS

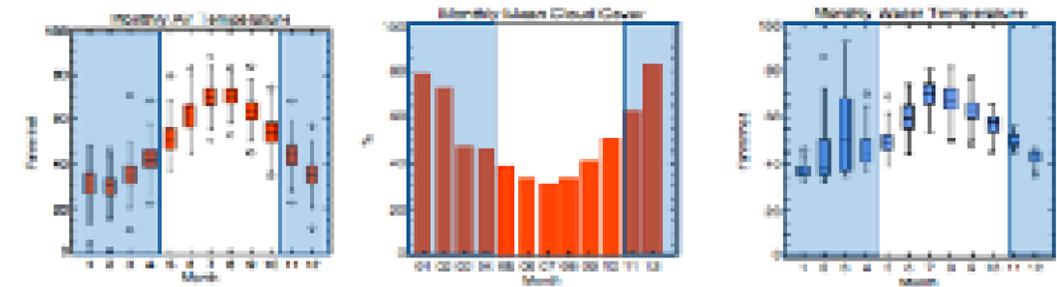
STUDY FINDINGS

FEEDBACK

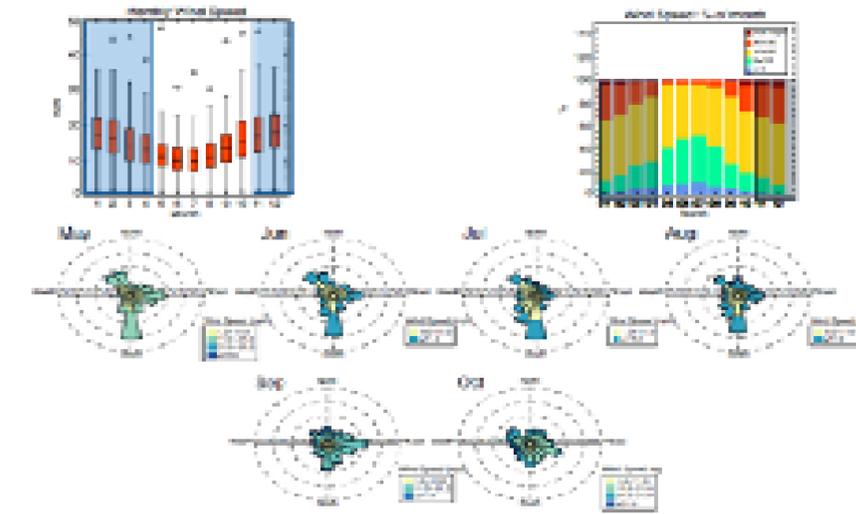
MARKET ANALYSIS

Region is incredibly diverse in ecology, demographics, water use, and climate conditions.

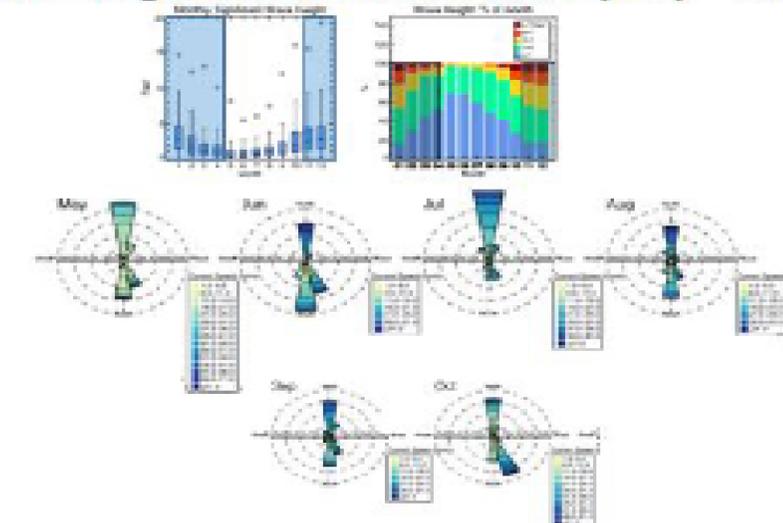
Air & Water Temps (May – Oct)



Wind Speed & Direction (May – Oct)



Wave Height & Current Direction (May – Oct)



MARKET ANALYSIS

Natural Resources: Dunes, Forests, Swamps, Marshes, Grasslands.

Land Use: Farming, Beaches, wetlands, and urban areas.

Climatic: Great Lakes stabilize the dynamic climate of the region.

Coastal Water Conditions vary greatly - from calm beach areas to white cap environments.



READY FOR MARKET ANALYSIS

Table 6. Number of Identified Tourism Resources by County in the Study Area

	Berrien	Van Buren	Allegan	Ottawa	Muskegon	Oceana	Mason	TOTAL
Hotel/Motel	11	11	15	31	24	8	16	116
Bed & Breakfast	4	14	22	17	7	9	8	81
Campground	4	8	4	2	16	14	6	54
*Brewery/Winery	13	4	3	6	3	3	2	34
*Historical Site	7	9	5	5	3	5	4	38
*Canoe/Kayak Rental	5	2	4	4	6	0	2	23
*Golf Course	16	9	5	10	15	7	3	65
Restaurant	20	30	23	37	71	29	17	227
*Shoreline Markers	2	1	2	6	6	4	3	24
*Other	11	10	10	26	5	0	0	57
TOTAL	93	93	93	144	156	79	61	720
* Activity Resources								

READY FOR MARKET ANALYSIS

Table 7. Tourism Resource Density by County for the Study Area

County	Land Size (per square mile)	Tourism Resources	Resource Density
Mason	495	61	0.12
Muskegon	509	156	0.30
Oceana	540	79	0.14
Ottawa	566	144	0.25
Berrien	571	93	0.16
Van Buren	611	93	0.15
Allegan	827	93	0.11
<i>Average</i>	<i>588</i>	<i>103</i>	<i>0.18</i>

READY FOR MARKET ANALYSIS

Table 8. Measure of Resource Richness for Project Area

County	Resource Density	Activity Variety	*Resource Richness
Berrien	.16	30	4.8
Van Buren	.15	30	4.5
Allegan	.11	29	3.19
Ottawa	.25	57	14.25
Muskegon	.30	38	11.4
Oceana	.14	34	4.76
Mason	.12	14	1.68

* The calculation of resource richness includes the following analysis:

Mean	=	6.36
Standard Error of mean	=	1.74
Median	=	4.76
Standard deviation	=	4.61

READY FOR MARKET ANALYSIS

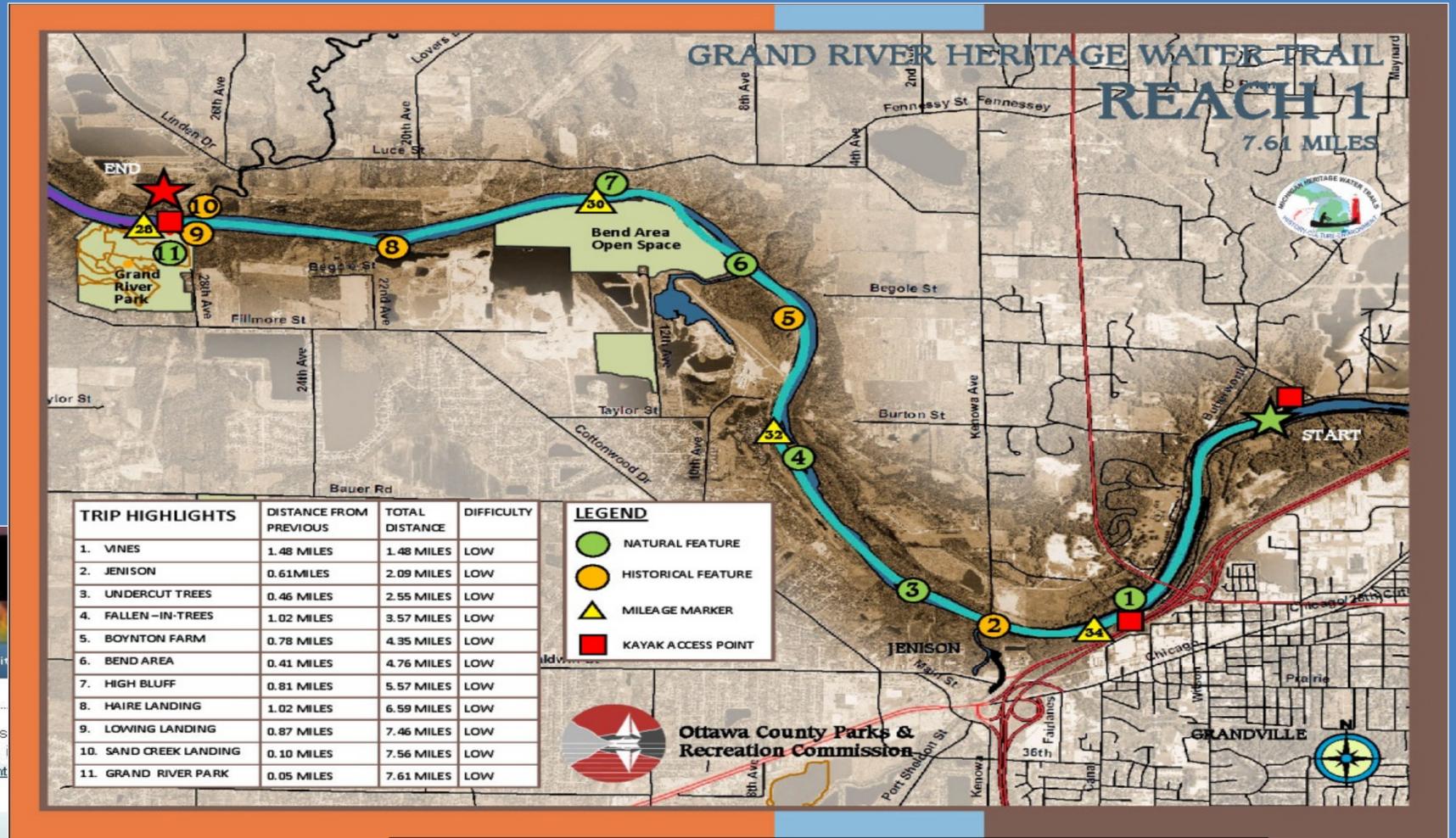
Table 9. Ready for Market Matrix for the Study Area

County	Resource Richness	Expressed Lakeshore Community Support	Ready for Market Group
Berrien	4.8	+	B
Van Buren	4.5	+	B
Allegan	3.19	+	B
Ottawa	14.25	+	B
Muskegon	11.4	+	B
Oceana	4.76	+	B
Mason	1.68	+	A

A person in a blue shirt and orange kayak is paddling down a wide river. The river is surrounded by lush green reeds and marshland. The sky is filled with soft, white clouds. The water is calm, reflecting the sky and the surrounding landscape.

LOWER GRAND RIVER WATER TRAIL ASSESSMENT AND IMPROVEMENT PLAN FOR OTTAWA COUNTY

GRAND RIVER HERITAGE WATER TRAIL



miOttawa
Ottawa County, Michigan

Online Services | County Government | Courts & Law Enforcement | Health & Community | Parks & Visi

- Grand River Heritage Water Trail Home
- Michigan Heritage Water Trails Home
- About the Trail
- Trail Segments (Reaches)
- River Access
- Natural Features and County Parks
- Historical Points of Interest
- Safety and Etiquette
- Weather
- Trip Planner
- Self Guided Tours
- Interactive River Map
- Tips for using the Interactive Map
- Grand River Greenway Initiative
- Photo Gallery
- References
- County Parks Home

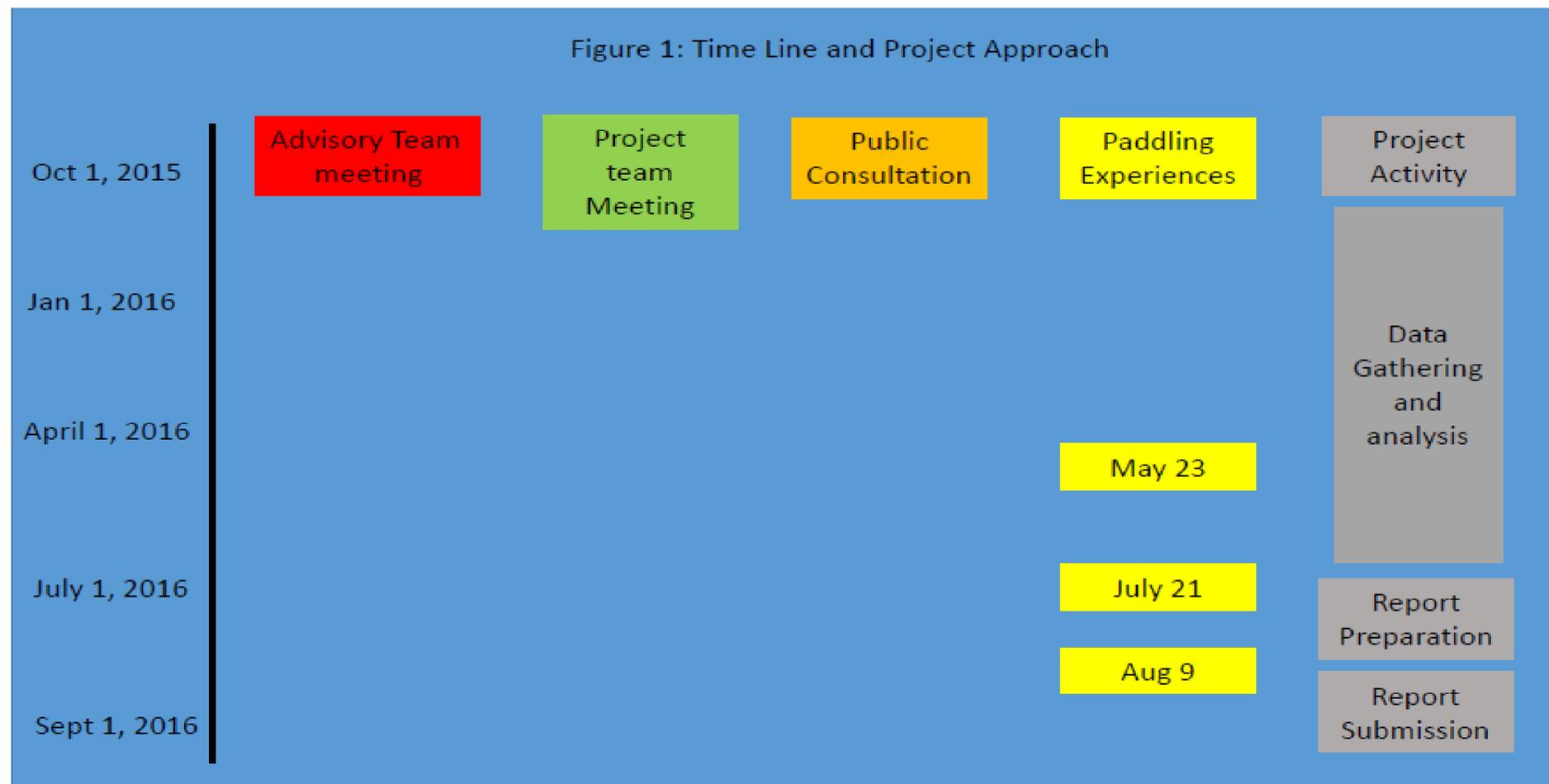
Grand River Heritage Water Trail

The Grand River flows across Ottawa County for about 30 miles, entering the County in the Jenison area on the east west at Lake Michigan in Grand Haven. It is a very significant waterway with many interesting natural features, and [Interactive River Map](#). **Please Note:** Some of the links on the Grand River Heritage Water Trail website require Microsoft's [Silverlight](#) [Microsoft Silverlight](#)



RESEARCH & DATA COLLECTION

- Research
- Survey
- Public Meetings
- Experienced the Water Trail



MARKETING BEST PRACTICES

- Market Saturation
 - Collaborative promotion
 - Earned media
 - Convention and Visitor Bureaus
 - Social media
- Create waterproof guide book
- Events



MIDDLE GRAND RIVER HERITAGE WATER TRAIL GUIDEBOOK



Updated 2nd edition!

Paddle Through History from Eaton Rapids to Lyons
Maps · Access Points · Heritage Sites · Hazards



Etowah River WATER TRAIL

RODEO

Sept. 20, 2015 • 1-8 p.m.
Frankie Harris Park in Euharlee

8-Mile Paddle
—Barbecue Dinner from Johnny Mitchell's Smokehouse—
Coopers Furnace Lager from Anheuser-Busch Cartersville Brewery
Kayak Raffle Courtesy of The Outside World

Sponsored By:

- CRBI
- Euharlee Creek Outfitters
- Johnny Mitchell's Smokehouse

YOU BELONG HERE

2016 June 18

RIDE THE TIDE

Kitsap Peninsula National Water Trails

CLICK to SIGN-UP



- Website Improvements
 - More information
 - More accessibility
 - More interactive
- Improved signage
 - Visible from waterway
 - Mile markers/wayfinding
 - More information
- Provide experience and skill-level information

- **Community Education**
 - Water quality issues and stormwater runoff
 - Water trail information
 - Water safety and river etiquette
 - Property rights
- **Branding and messaging**
 - Water trails are the best way to explore Michigan's natural beauty
 - A water trail is just that – made up of 1 or more waterways
 - Grand River Water Trail goes to Lake Michigan
 - Water trails are for everyone





- Develop and maintain partnerships



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