# The Unique Tourism-Focused Initiatives of the C&O Canal Trust

Aidan Barnes, Director of Programs & Partnerships C&O Canal Trust



### The C&O Canal Trust

- Official nonprofit partner of the C&O Canal National Historical Park
- Supports the Park in their mission of education, recreation, and tourism



## Overview of Presentation

I. Canal Quarters lockhouse program

II. Local partnerships

III. C&O Canal Explorer mobile app



## I. Canal Quarters:

Seven unique overnight interpretive experiences







#### **C&O Canal National Historical Park**

Canal Quarters Locations www.CanalTrust.org/Quarters

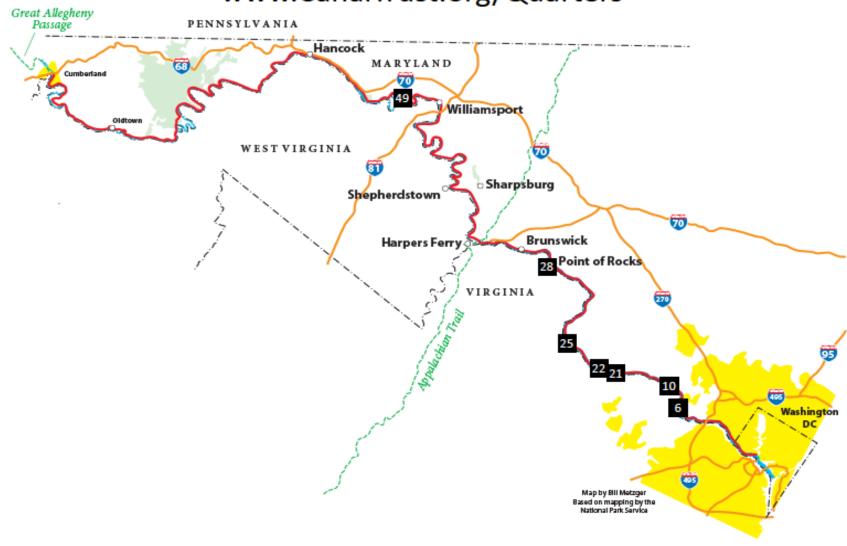


Photo credits: C&O Canal Trust

## Canal Quarters: Modern Amenities

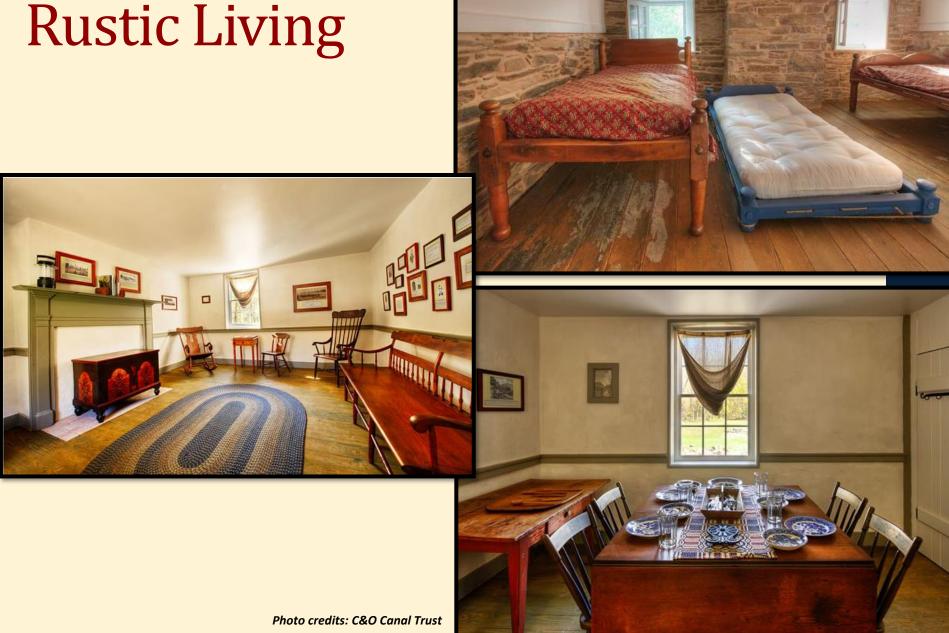








## Canal Quarters: Rustic Living



## Canal Quarters

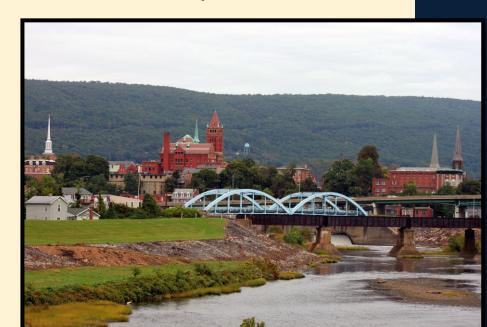
- Convenient for
  - Lodging for thru-bikers and hikers
  - Social-distancing and local vacations
  - Interpretive and educational experiences
  - Preservation of select structures in the park
- Remaining very popular during the pandemic
- Professional cleaning crews



## II. Trail Tourism Partnerships: Canal Towns Partnership

- Poolesville, MD
- Point of Rocks, MD
- Brunswick, MD
- Williamsport, MD
- Hancock, MD
- Cumberland, MD

- Harpers Ferry, WV
- Bolivar, WV
- Shepherdstown, WV
- Paw Paw, WV



## Local Tourism Partners















## **C&O** Canal on State Website





## **Itineraries**

#### Explore the C&O Canal: Trip Ideas and Trails

Journey the 184.5 miles of the C&O Canal National Historical Park with these trip ideas and trails.

#### Highlights of the C&O Canal



C&O Canal: Western Region Highlights



C&O Canal: Central Region Highlights



C&O Canal: Eastern Region Highlights

#### Trip Ideas



Day Trip Jumping Off Points



Experience the Authentic C&O Canal



Places for History Buffs Not to Miss



C&O Canal Libations Trail



Outdoor Recreational Opportunities Along the C&O Canal



Must-See Locales Within 5 Miles of the Canal

## Canal Town Trails

- C&O Canal Libations Trail
- C&O Canal Sweet and Savory Trail







## III. C&O Canal Explorer Mobile App

- Over 600 points of interest mapped in the Park
  - Parking lots
  - Restrooms
  - Boat ramps
  - Camp sites
  - Locks, lockhouses, aqueducts
  - Historic points of interest



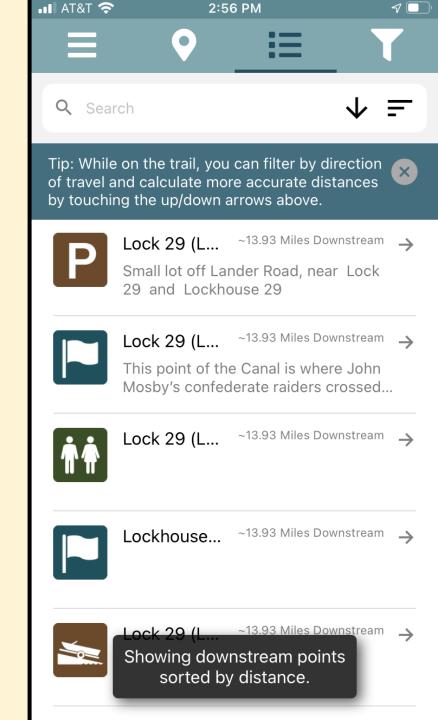


## App: Interpretive Content





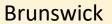
## App: Calculates Distance



## App: Canal Towns

- Visitor Centers
- Parking
- Restaurants
- Hotels/B&Bs
- Shopping
- Bike repair shops







## App: Stats

- Launched summer 2017
- Available on Android and Apple for \$0.99
- 7,500 downloads
- www.canaltrust.org/app





## More Information

www.CanalTrust.org

## **THANK YOU!**

