

GOVERNOR'S
TOURISM
CONFERENCE



THE U.S. CIVIL RIGHTS TRAIL: WHAT IS IT & HOW DO YOU GET INVOLVED

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EXPLORE
GEORGIA

IT SEEMED LIKE REACHING FOR THE MOON.

BARBARA JOHNS



WHAT IS THE U.S. CIVIL RIGHTS TRAIL?





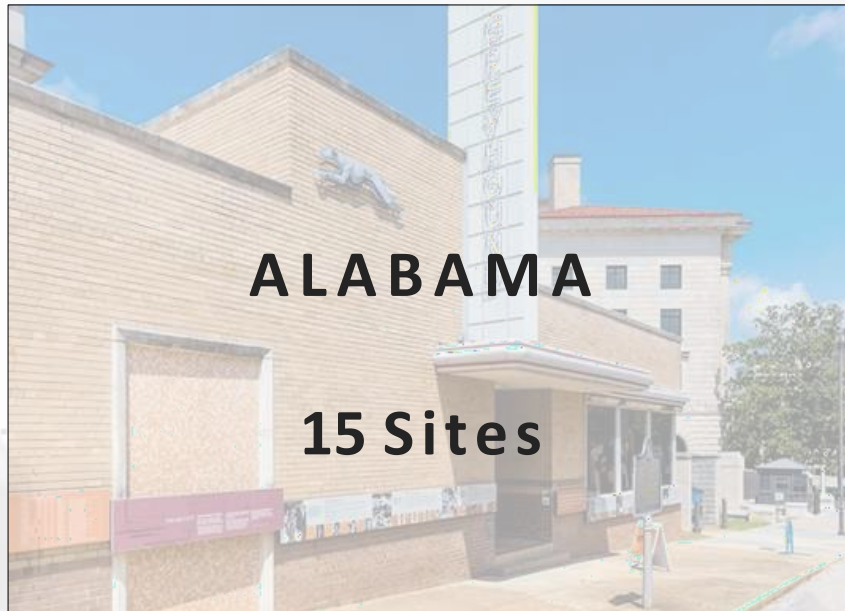
WHAT HAPPENED HERE CHANGED THE WORLD...

The U.S. Civil Rights Trail is a collection of churches, courthouses, schools, museums and other landmarks across 15 states that played a pivotal role in advancing social justice in the 1950s and 1960s, shifting the course of history. Part cultural experience and part pilgrimage, the trail is a rite of passage for those seeking to learn from our past and build hope for our future.



HEART OF DIXIE

**MORE THAN
130 SITES
ACROSS 15
STATES**



WHY IS THE TRAIL SO IMPORTANT

The U.S. Civil Rights Trail was designed to encourage people to learn, see and feel more connected to our collective history. Our aim is to connect sites and destinations, giving life to impactful stories and delivering unforgettable travel experiences.





OVERVIEW



OUR CHALLENGE

People see historical sites in an educational lens instead of as a cultural experience.



HEART OF DOWNTOWN



To make people care, we needed to position the U.S. Civil Rights Trail as a travel experience that sparks curiosity and human connection.

FROM being seen through an educational lens as historical sites (regimented and standardized).

TO being identified as a cultural journey that inspires people to emotionally connect with our collective past and each other.

WHO IS THE CIVIL RIGHTS TRAIL FOR



CULTURE ACTIVIST

What to Know:

Make the trail something that sparks conversation during the ride.

Emotional appeals:

Connecting back to roots as demonstration of being American



YOUNG PROGRESSIVE

What to Know:

Have a strong desire for knowledge through immersion. Help them create a journey to discover the truths about the culture they live in.

Emotional appeals:

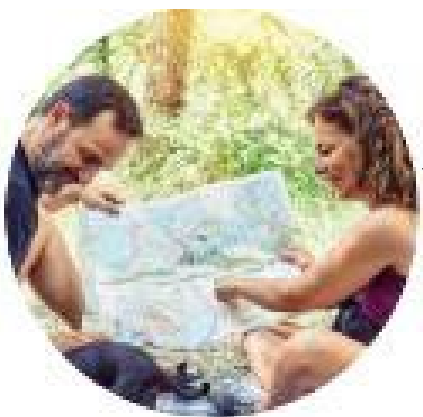
Acknowledging and understanding privilege



TARGET AUDIENCES



CULTURE ACTIVIST



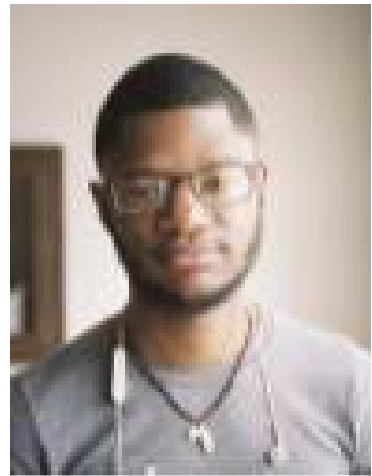
CULTURAL TRAVELER
(Age: 35-44)



PARENTS + ADULT CHILDREN
(Age: 45-64)



POST RETIREMENT ROAD-TRIPPER
(Age: 55-65+)



YOUNG PROGRESSIVE



TRAVEL w/ FRIENDS
(Age: 18-26)



YOUNG FAMILY
(Age: 25-44)



WORK TRAVELER
(Age: 21-34)



ORDINARY OBJECTS. EXTRAORDINARY STORIES.

The U.S. Civil Rights Trail reveals the hidden and extraordinary stories behind everyday objects that played a pivotal role in the Civil Rights Movement.

ORDINARY OBJECTS. EXTRAORDINARY STORIES.

History buffs know the sites and stories of the U.S. Civil Rights Trail. But music fans, fashionistas and art lovers may not realize just how big a role a simple song, outfit or symbol played in changing America. Introducing a way to become interested in the history of the movement through ordinary objects — something personal that becomes unexpected and intriguing for everybody.

THE PURPOSE OF THIS CAMPAIGN

The goal is to attract general travelers to historic destinations during their nearby travels and introduce them to history in an unexpected way through video content, social units, playlists and podcasts.



DISCOVER HIDDEN STORIES.



**ORDINARY OBJECTS.
EXTRAORDINARY
STORIES.**



HOW WE ARE LEVERAGING OUR SOCIAL CHANNELS

The trail has an active presence on Instagram and Facebook, aimed at connecting with our audiences through meaningful conversations.

TELL OUR STORY

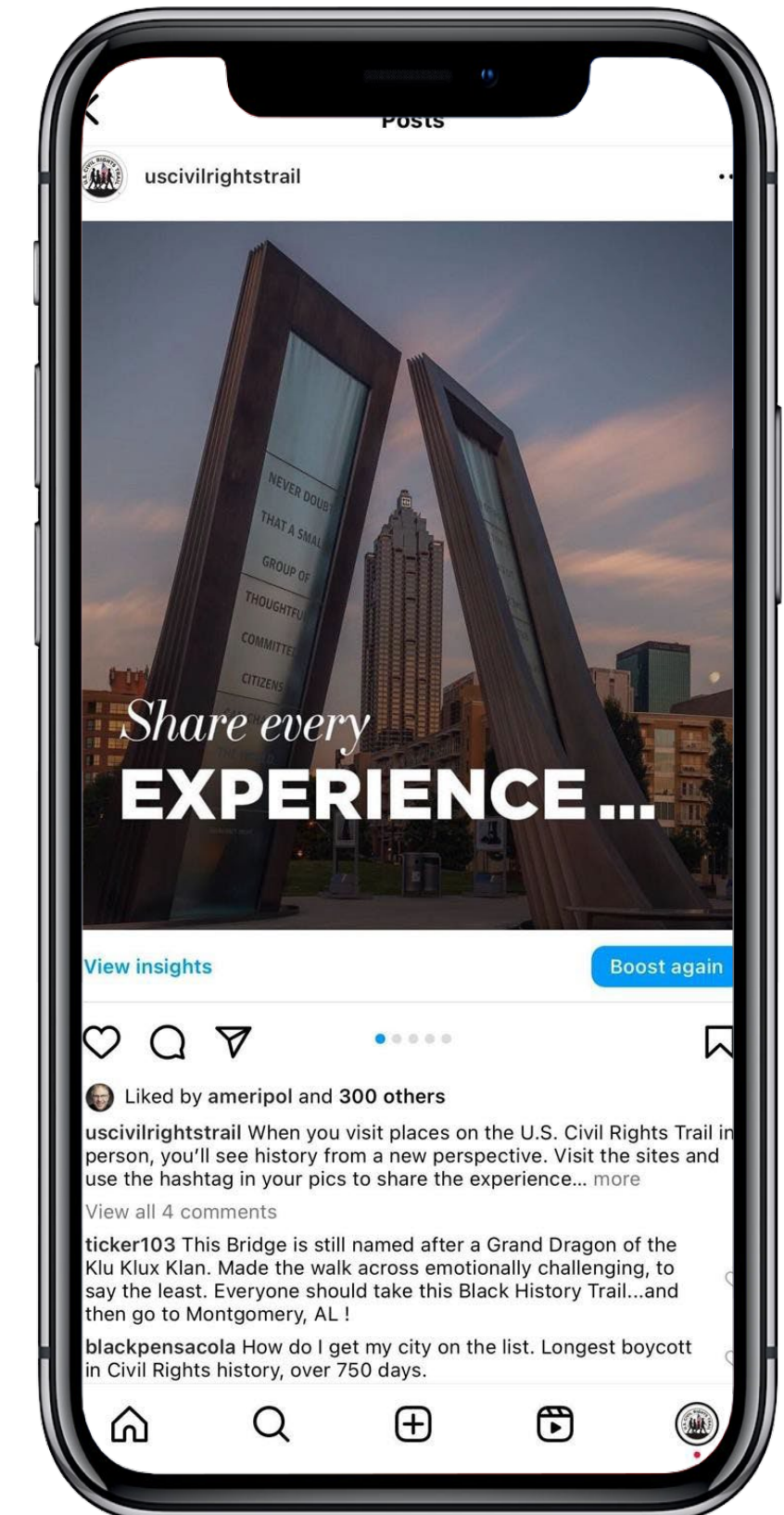
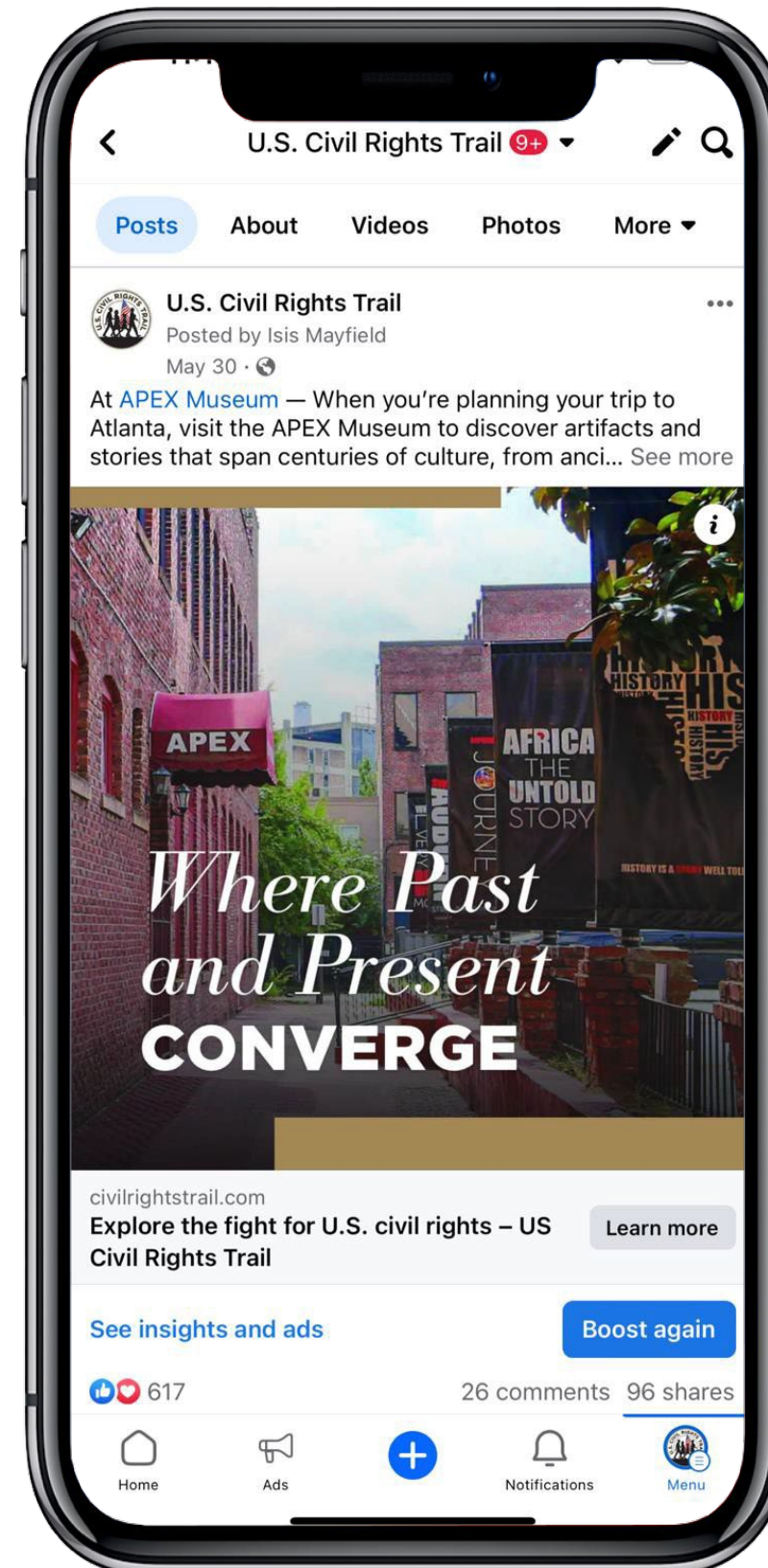
Objective: Create more engaging content that aligns with our brand story while driving customer interaction and inspiration.

INSPIRE TRAVEL

Objective: Drive movement to sites through more relevant + personalized content.

HIGHLIGHT USER EXPERIENCE

Objective: Highlight travel to sites by uplifting the posts from people who have visited the sites.



**MORE THAN A
PROTEST.**

ROSA PARKS
LIBRARY AND MUSEUM



Robert Tyrone Patterson Sr.
Civil Rights Pioneer



BECOMING A TRAVEL BRAND ONE TAG AT A TIME

To continue repositioning the U.S. Civil Rights Trail as a travel organization, we started utilizing UGC content to show how visitors experience the trail and to encourage others to do the same.

We encourage everyone, including our audience and state partner pages, to use our hashtag when featuring any Civil Rights Trail content on social media.

#USCIVILRIGHTSTRAIL

Share your photos from the trail using the Civil Rights Trail hashtag.





HOW CAN YOU GET INVOLVED



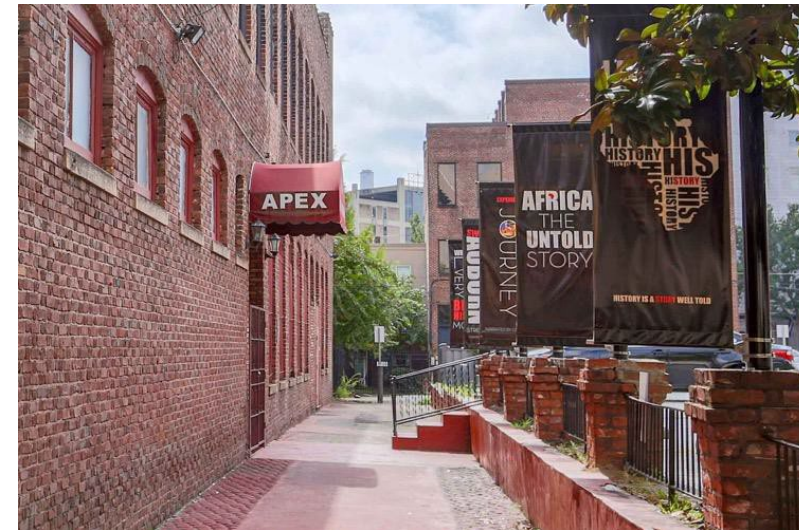
GEORGIA + U.S. CIVIL RIGHTS TRAIL



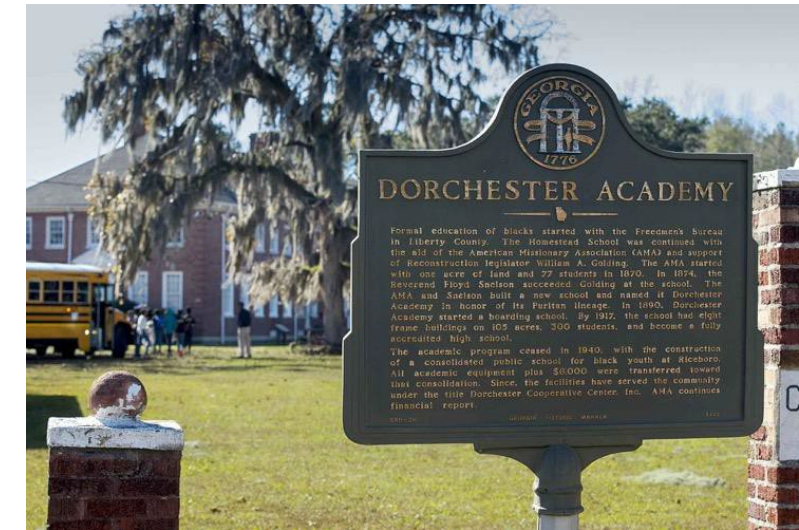
Albany Civil Rights Movement Museum at Old Mount Zion



Shiloh Baptist Church



APEX Museum



Dorchester Academy Boys' Dormitory



Ebenezer Baptist Church



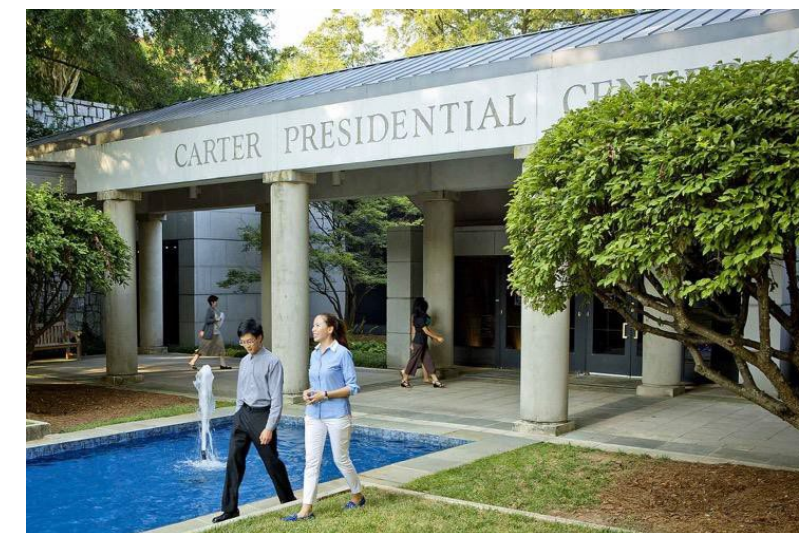
Elbert P. Tuttle United States Court of Appeals Building



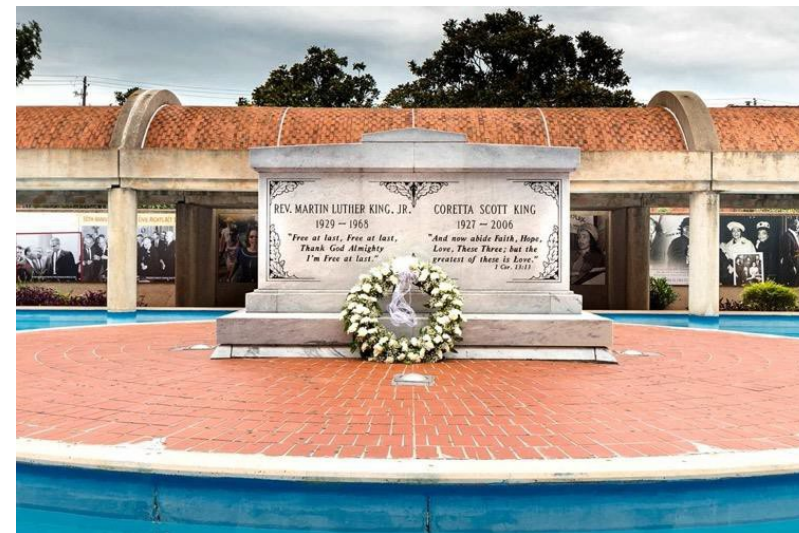
Martin Luther King Jr. Birth Home



Martin Luther King Jr. National Historic Park



The Jimmy Carter Presidential Library and Museum



The King Center

WHAT DOES PARTNER INVOLVEMENT LOOK LIKE?

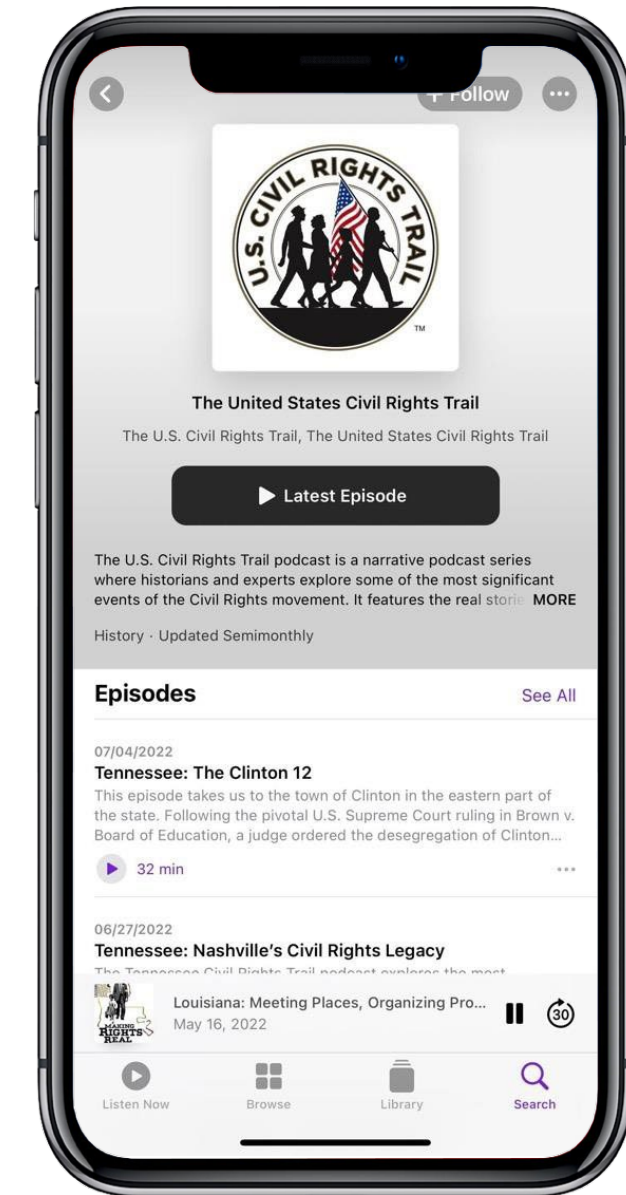
Our partners work with us to extend the mission of the U.S. Civil Rights Trail. The key thing we want from our partners is creating engagement with visitors to drive them to visit our sites.



State/Destination Trails + Branded Markers



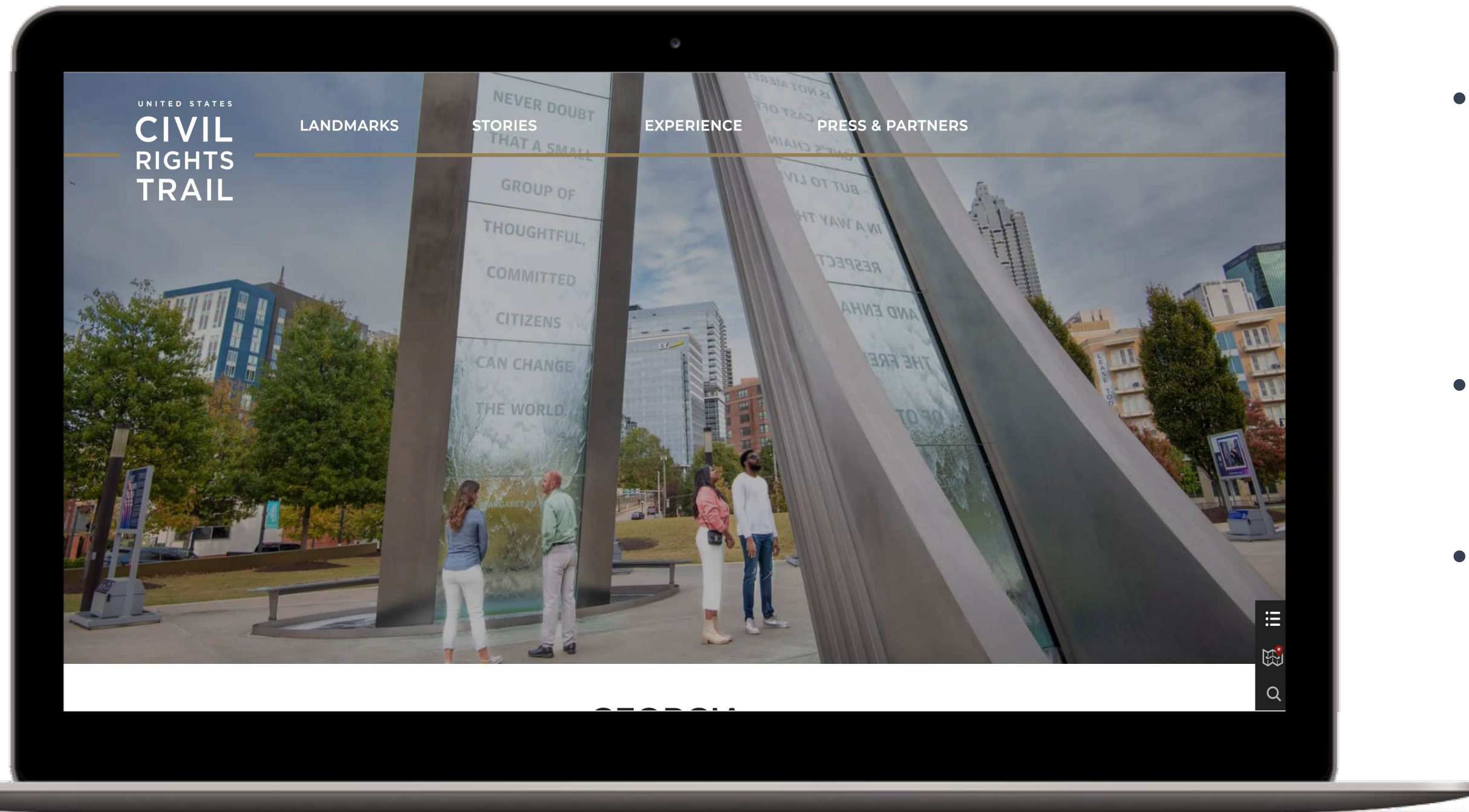
Program Extensions – Passport Program



Podcast Series



OTHER WAYS TO GET INVOLVED



- Unique stories connected to the Civil Rights Movement relevant to a specific state or site – content pieces for the website
- Ordinary Object. Extraordinary Stories. – Campaign extension
- Access to foot soldiers from the movement

HOW TO BECOME A PART OF THE TRAIL

Step 1: Provide Essential Information

- This is the basics about your site, contact information, etc.
- You need to work with the state tourism office where your site is located to be your representative/sponsor.

Step 2: Document How Your Site Meets Criteria

- **Show significant contribution to the Civil Rights Movement (1950s – 1960s)**
- **Associate with influential figures of the movement**
- **Embody tourism site characteristics**
 - Experience at the site for visitors
 - Can accommodate tour buses/large groups

Other Information:

- **For more information visit - <https://civilrightstrail.com/partners/>**

Applications are emailed and are due the first week of July.

New site applications are presented to the U.S. Civil Rights Trail Marketing Alliance Board the first week of August.

New sites are onboarded and typically launch Black History Month of the following year.



WORLD HERITAGE

What is World Heritage & Why is it important?

World Heritage designates locations on Earth as landmarks/sites of exceptional universal value to humanity. These sites are then preserved for future generations to appreciate & enjoy driving tourism and travel from all over the world.

Right now, the U.S. Civil Rights Trail has 1 nomination that we are pushing forward. The single nomination is comprised of 13 sites, including 1 in Atlanta, GA.



United Nations
Educational, Scientific and
Cultural Organization



World Heritage
Convention



**EBENEZER BAPTIST
CHURCH**
ATLANTA, GEORGIA

Having grown up in Ebenezer Baptist Church, Dr. Martin Luther King Jr. held the first meeting of the Southern Christian Leadership Conference in its sanctuary.



CARTER PRESIDENTIAL CENTER

QUESTIONS? For any follow-ups, reach out to CivilRightsTrail@Luckie.com



THANK YOU

