



**Follow This Sign
To More Than 700
Civil War Sites**

Civil War Trails is a multi-state program that identifies, interprets, and creates driving tours of both the great campaigns and the lesser-known Civil War sites. Directional “trailblazer” signs and four-color interpretive markers with maps, illustrations, and text have been installed at more than 700 previously uninterpreted sites. The Civil War Trails map-guides and fulfillment literature are the most requested, niche-market program materials in Virginia and Maryland, and second only to golf-related materials in North Carolina. On average, more than 2,000 map-guides are downloaded weekly from the program’s website, and visitor profile studies generated by the Virginia Tourism Corporation show that the “Civil War Car Route Travel Party” spends on average 30% more while on vacation than traditional “Pleasure Travel Parties.”*

The Civil War Trails program is administered by a non-profit corporation and supported by local communities, state tourism offices, and state departments of transportation. In 2001, the National Trust for Historic Preservation identified the Civil War Trails program as one of the most successful and sustainable heritage tourism programs in the nation.** Twice, the Federal Highway Administration has officially recognized the program’s role in improving the transportation experience by strengthening multi-modal systems and boosting local economies.***

Further development of the Civil War Trails program is funded in West Virginia and Tennessee, with an additional 300 sites planned for those two states. Additional marketing and interpretive program services are being planned by the 183 member localities in Virginia, Maryland, and North Carolina in preparation for the 150th anniversary of the Civil War, commencing in 2011.

For visitor information about the Civil War Trails program, visit www.CivilWarTrails.org. For administrative information, or to inquire about adding a site to the trail, contact the Executive Director, Mitch Bowman, at 804-783-7423 or at Civil War Trails, 401 N. Third St., Richmond, VA 23219.

* VTC; “2003 Virginia Visitor Study”

** NTHP; Share Your Heritage: Cultural Heritage Tourism Success Stories, 2001

*** FHWA; Enhancing America’s Communities, 2002