TOURISM VS ATTRACTION

- Low cost (thousands)
- Immediate impact
- Low infrastructure needs
- Helps existing businesses
- Tourism is a high growth industry
- Non-polluting

- High cost (millions)
- Decades before impact
- High infrastructure needs
- Dependent on outside businesses coming in
- Manufacturing industry is shrinking
- Many are polluters
• 57th poorest county in U.S.
• 50% of residents aren’t HS graduates
• 24% live below poverty line
• 31% of children below poverty line
• Oldest pop. in nation
• Pick your statistic
TOURISM CHALLENGES

- Lack of tourism infrastructure
- Lack of amenities
- Lack of entertainment
- Remote location
- Attitude about the area
- Not enough things for people to see and do
- Undeveloped tourism sites
TOURISM ASSETS

• HISTORY
  – Hatfield McCoy Feud
  – Matewan Massacre & Mine Wars
  – Labor History
  – Coal History
  – Railroad History
  – Ancient History & Geology
OTHER TOURISM ASSETS

- Scenery
- Country Atmosphere
- Mountains
- Road Access
- People
1999

- Zero Tourism
2000

- Hatfield Cemetery Walking Tour
- Hatfield McCoy Driving Tour
- 1st Hatfield McCoy Reunion Festival
- Matewan Massacre Re-enactment (play)
- Terror of the Tug/Smilin’ Sid (film)
- Hatfield McCoy Trails open
- Moonshine Hill Climb
2001-2003

- Previous activities continue
- The Devil and Ranel McCoy (play)
- Feud film completed
- Tourism Investment Fund created
- Matewan Depot Museum completed
- Delbarton Opry House completed
- HM Reunion Festival earns over $100,000
2004-2005

- Previous activities continue
- Mine Wars film completed
- WV/KY Feud development partnership
- Hatfield McCoy Feud sites upgraded
- Audio driving tour completed
- HM Reunion Festival earns over $200,000
2006-2009

• Feud site upgrades complete
• HM Reunion Festival earns over $300,000
• Tourism Strategic Marketing Plan
• TravelSouth & FAM tour
• Websites started
• Matewan into Federal Parks System
• Group tours begin
Come Visit
Hatfield McCoy Country

The Feud occurred during the most turbulent time in U.S. history - with one foot in the Civil War and the other in the upheaval caused by the Industrial Revolution. The Hatfields and McCoys have been called the most famous ordinary families in American history, but there is nothing ordinary about them at all. Their struggles, passions and travails make for one of the most captivating stories you'll ever hear.

Deacons of books and films have been made about the Hatfield McCoy Feud and for the first time the sites where these events took place are being opened for tourism. We offer narrated tours of the key Feud sites, live dramas, storytelling, music, dancing, great food and more. In addition, you'll get to meet actual descendents of the warring families and hear stories that have been handed down to them through the generations.

But that's not all.

This is also the site of the largest armed uprising in America since the Civil War. It was a time when the United States turned the cutting edge military weapons of the day against its own people. It was a time when the constitutional rights of American citizens were being taken away. It was the time of the first large-scale terrorist attack on U.S. soil. This is one of the great, undiscovered gems of U.S. history and it's here ready for you to explore.

If you are looking for a new experience then we are the place for you. We can offer tours and activities of various lengths that can be tailored to fit your needs. So, whether you are looking for a three day package or an afternoon stop, we are where you need to be. We are conveniently located on the way to many destinations in the eastern and central U.S. and our hospitality - just like our history - is legendary.

For more information contact Bill Richardson at bll.richardson@mail.wvu.edu or call (304) 235-0570

See activity descriptions on the reverse side

Activities Include

Narrates tour of Feud sites: A narrated driving tour of key Feud sites by one of the country's foremost authorities on the events. Time: 2 1/2 hours.

The Devil and Ranel McCoy: a live, interactive drama where you'll meet the leaders of the famous feuding families - Devil Anse Hatfield and Ranel McCoy. This can be done as a separate event or during a meal. Time 30 minutes.

Music and dancing - hillybilly style: You can just tap your toes or join in the fun. Dancers will teach you the steps or you can grab up a jug or a washboard and play along. Time: 1-2 hours.

Conversations with Feud descendants: Hear first-hand the stories that have been handed down through the families. This can be done as a separate event or as part of a meal. Time: 1 hour.

Tour of historic Matewan: See the town at the center of the Hatfield McCoy Feud and also the site of the Matewan Massacre - the event that started the largest armed uprising in America since the Civil War. Time 1 hour.

Matewan Depot Museum: A wonderful collection of artifacts, photos and information about the Hatfield McCoy Feud, Matewan Massacre, the Mine Wars, coal mining and railroad history. A step back in time you won't want to miss. Time: 1 hour.

Tour of historic Pikeville: The town that's the heart of McCoy country. It includes the burial site of Ranel McCoy - the leader of the McCoy clan and his daughter Roseanna - the Juliette of the hills. This tour also includes the house where Ranel died and the courthouse where the Hatfields were tried. Time: 2 hours plus driving time.

Bluegrass concert: Live music from local bluegrass bands - and you can join in.

Historic film festival: See some of the many films made about the Hatfields McCoy Feud and the Matewan Massacre. These range from gripping dramas to award winning documentaries, and some are only available here.

Country cooking: We have lots of great food with meal options to fit every budget.

And much, much more!
Moonshine Hill Climb

- AMA Sanctioned
- ESPN Coverage
- 1 Pro & 3 Amateur Races Each Year
- Set national records for riders in 2001-04
- Site of 2002-06 National Amateur Championships
TOURISM DEVELOPMENT METHODOLOGY

• ID tourism assets & options
• Choose a tourism asset to develop
• SWOT your tourism activity
• Develop a strategy for overcoming challenges
• Create a strategy for developing the activity
• Define your market
• Develop a marketing strategy
• Resource development
  • (People, money, skills, infrastructure etc)
• Build community support
• Rinse and repeat
• JUST DO IT
NEEDS TO SUCCEED

- NICHE
- MARKET
- HOOK
ASK YOURSELF

• How can I differentiate myself?
• How do I make it worth it to customers?
• How will I communicate with customers?
• Is it worth the investment?
• How many customers do I need?
• How much should I charge?
• How many customers can I handle?
TOURISM FOUNDATIONS

- Crafts
- Music
- Scenery
- Events
- Contests
- History
- Built Assets
- Art
- Architecture
- Conflict
- The Unusual
- People
- Reunions
- Famous People
- Universities
- Atmosphere
QUALITY CONTROL

- HIRE EXPERIENCE
- HIRE PRACTITIONERS
- GET WORK SAMPLES
- GET REFERENCES
- RFP
Rural Tourism Development Online Course

This class is designed to help participants build the practical skills necessary for developing tourism in a rural setting. The course takes a hands-on approach that allows students to learn by doing. Participants will be introduced to a process for tourism development and will then apply this knowledge in a scaled down and risk free environment. The result is a class that focuses on building skills and not just learning theory. In addition, participants will benefit from the assistance and advice of an instructor with extensive experience in rural development.

This class is delivered online to allow busy professionals the flexibility to do the coursework when and where it is convenient. Participants can access the course materials anywhere there is a computer and can complete the assignments around their own schedule. Participants can also receive continuing education credit for the course.

Here is what some former students have said about the course:

"I have learned a lot in this class. It is enjoyable to learn the subject matter with an experienced teacher (not just a textbook) ... The feedback has been tremendously helpful as I have worked through issues I had never considered before." -- Dr. Randall Rosenberger, Asst. Professor of Resource Management, West Virginia University

"The assignments are very helpful and the questions posed make a lot of sense... I have learned a lot and your feedback was helpful." -- Dr. Michael Woods, Extension Economist, Oklahoma State University

http://www.wvu.edu/~agexten/crd/Tourism/index.htm

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