

# Leveraging our Outdoors



**ALLEGANY**  
COUNTY  
THE  
MOUNTAIN SIDE  
OF MARYLAND

[MDMOUNTAINSIDE.COM](http://MDMOUNTAINSIDE.COM)





## DESTINATION MANAGEMENT ORGANIZATION (DMO):

### MISSION:

“Allegany County Tourism enhances the quality of life in Allegany County, Maryland, and strengthens destination awareness through promotion, development, and services that attract visitors to stay longer and spend more in our community.”

### OBJECTIVES:

- Take Advantage Of Their Destination’s Unique Potential
- Implement Destination Marketing Strategies
- Drive Economic Growth in a Sustainable Way
- Attract Investment
- Engage With Stakeholders To Develop More Favorable Conditions





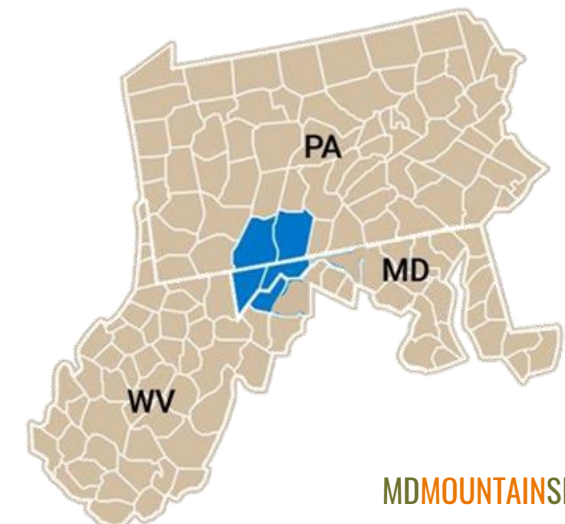
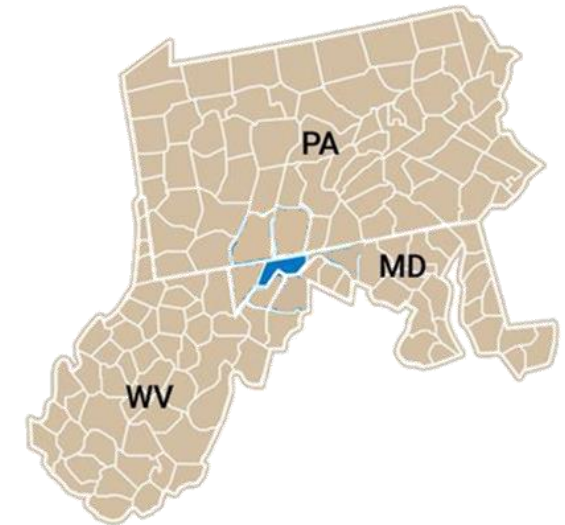
## Outdoor Recreation Assets

### Allegany County Stats:

- 70,000+ acres of public land
- 200 miles of developed trails
- 17 public water based assets
- 5 State Parks
- 1 State Forest
- 1 National Park

### Regional Stats:

- 207,000+ acres of public land
- 1,200 miles of developed trails
- 45 public water based assets
- 20 State Parks
- 7 State Forests
- 2 National Parks







## Visitor Profile Results

- A stronger than normal emphasis should be given in messaging outdoor activities.
- The #1 reason that prompted information request to our destination... our public lands.
- The #1 reason for travel to our area was our trail systems.
- The #1 reason with travelers choose a destination over another... scenic beauty.



News

# These Are the 100 Most Legendary Bike Rides on Earth. How Many Have You Explored?

THIS MUST-HAVE GUIDE MAPS A WORLD OF TWO-WHEELED WANDERLUST.

BY MICHAEL VENUTOLO-MANTOVANI Published: Jan 31, 2024 12:50 PM EST



Illustration of National Geographic

Gear-obsessed editors choose every product we review. We may earn commission if you buy from a link. [How we test gear.](#)

Have you ridden the Great Allegheny Passage from Pittsburgh to Maryland? Or the fearsome and ultra-challenging Paris-Roubaix course? Maybe you've made laps around the Yas Marina F1 circuit in Abu Dhabi or ridden around Cambodia's Ancient Angkor.

Whether it's a course you've ridden, one you hope to someday conquer, or one that you know lives only in dreams, National Geographic's stunning new coffee table book, *100 Bike Rides of a Lifetime*, has probably included it.

# The 15 Best Rail Trails in the U.S.

These routes span the country — including water-bound trails in Vermont and desert routes in New Mexico.

By Evie Carrick | Published on January 18, 2023



Rail trails are slowly transforming the way Americans recreate. What were once abandoned and overrun corridors and railways, are now places for people to walk, run, or bike. This renewal of long-forgotten outdoor space is taking place all over the country — from Virginia to Utah — and it's still gaining steam.

## Great Allegheny Passage, Maryland to Pennsylvania



PHOTO: VW PICS/GETTY IMAGES

There's a lot of land to cover on the Great Allegheny Passage, which travels a full 150 miles between Pittsburgh, Pennsylvania and Cumberland, Maryland. Along the way, the trail passes through various landscapes, providing access to sites like Point State Park and Frank Lloyd Wright's masterpiece "Fallingwater," which was constructed to harmonize with the lush natural landscape.

NATIONAL PARKS

Family travel activities Add Topic +

# Cozy travel ideas: 13 best national parks to visit in the fall



The 184.5-mile C&O Canal offers great cycling year-round, but especially in fall. Mdmountainside.com

The Chesapeake and Ohio (C&O) Canal is an 184.5-mile national park that starts in Washington, D.C., passes through Maryland, into a smidge of West Virginia, and then back into Maryland. You can bike or hike along the towpath, and the last 30 miles are particularly stunning in the fall.

SEASONAL ESCAPES: 7 fall beach vacations where summer never ends

The C&O Canal portion in "the mountain side of Maryland" is less traveled due to its mountain location that's further from the district. One particular highlight is the Paw Paw Tunnel, which is an architectural marvel located at Mile Marker 155.2. It's pitch black, so you have to travel through with a flashlight, adding a little degree of difficulty (and fun) to that segment.

## Where to Stay Near the Chesapeake and Ohio Canal National Historical Park

The charming Town Hill Bed and Breakfast in Little Orleans features its own scenic overlook, appropriately named the Town Hill Overlook. At an elevation of 1,680 feet, this prime leaf-peeping spot provides a view of three states and seven counties.

SUMMER OF CYCLING

# 8 Rails-to-Trails Adventures in the U.S.

Tens of thousands of miles of abandoned railroad tracks have been developed into recreational paths since the 1960s. Here are scenic pathways through deserts, valleys, mountain passages and more.

MARYLAND & PENNSYLVANIA

## The Great Allegheny Passage

For an approachable, multiday ride through Northeast mountains

The Great Allegheny Passage connects Cumberland, Md., to Pittsburgh, passing around and through the Allegheny Mountains, the Laurel Highlands and 10 towns in Pennsylvania and Maryland. While its 150-mile span may sound daunting, the full through-ride offers ample opportunities to rest, eat, swim and sleep: There are bed-and-breakfasts, restaurants and ice cream shops in towns like Frostburg, Md., and Confluence, Pa.; campsites and shady spots in the mature forests of Ohiopyle State Park; and the Casselman, Youghiogheny and Monongahela rivers offer dips for tired toes and opportunities for kayaking, canoeing, rafting and fly fishing. Plan on spending three days and two nights on the full ride, or opt for a shorter journey. One one-day trip between Meyersdale and Rockwood, Pa., allows bikers to explore old railroad structures (like the Salisbury Viaduct, a destination for 360-degree views) or try an overnight ride from one trail town to another with an available shuttle service. (Amtrak's Capitol Limited line also runs parallel to the route.) The trail is a stellar example of how prioritizing cycling infrastructure can be a boon to local communities — according to Bryan Perry, the executive director of the Great Allegheny Passage Conservancy, the trail created approximately \$121 million in economic impact for the region in 2019 alone.





## *The Trail Starts Here*

**From an abundance of incredible outdoor recreational activities to amazing historic sites, dining, and entertainment venues - no matter your interest, passion, sport, or idea of fun, you'll find a trail for just about any type of adventure here in Allegany County, MD.**

**We've got a trail for that.**

## KEY MARKETS

Baltimore, MD



Pittsburgh, PA



Washington, DC





The Trail Starts Here





# The Trail Starts Here



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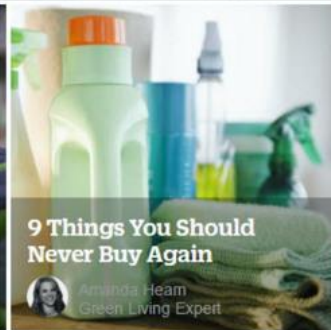
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Allegany County, the Mountain Side of Maryland

Published by Jade Huynh

August 23 at 5:44 PM

This fall season, find your trail in Allegany County, the Mountain Side of Maryland. Home to incredible outdoor recreation, amazing historic sites, hyper local food trails, and a great mix of entertainment venues. We've Got a Trail for That. You're Welcome Maryland



Chasing fall foliage?  
The Trail Starts Here

Learn more



Miles under your feet?  
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Travel time  
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# The Trail Starts Here



**ALLEGANY COUNTY**  
THE MOUNTAIN SIDE OF MARYLAND



SEARCHING FOR NEW HORIZONS?  
**WE'VE GOT A TRAIL FOR THAT!**



Visit [MDMOUNTAINSIDE.COM](http://MDMOUNTAINSIDE.COM)  
for a free Destination Guide.

Cherished memories abound in the moments spent in mountainous Allegany County, the Mountain Side of Maryland. From alpine-forested trails running alongside mountain streams and rivers to the Great Allegheny Passage, C&O Canal Towpath, and walks down historic Main Streets, there are countless hidden gems waiting to be discovered and explored. **THE TRAIL STARTS HERE.**

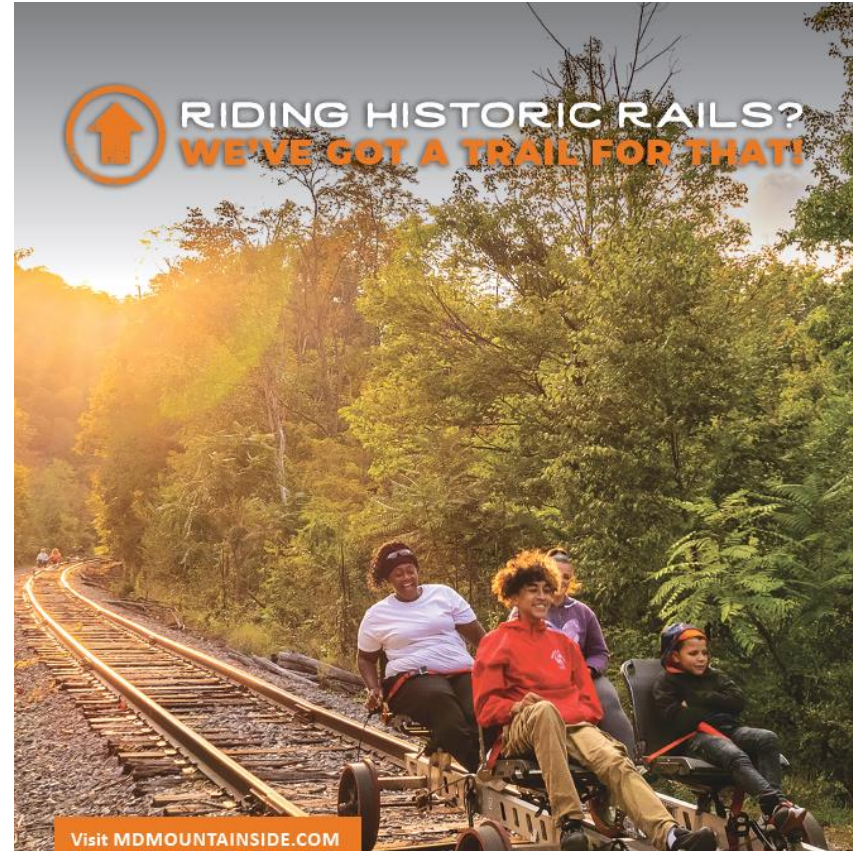


  
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**ALLEGANY COUNTY**  
THE MOUNTAIN SIDE OF MARYLAND



RIDING HISTORIC RAILS?  
**WE'VE GOT A TRAIL FOR THAT!**



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Experience America's transportation history on the waterways, trails, rails and roads of mountainous Maryland. From the famed C&O Canal and George Washington's headquarters to historic downtowns and a ride along historic rails on Maryland's only rail biking excursion, there are countless adventures waiting in Allegany County, Maryland. **THE TRAIL STARTS HERE.**

  
**Maryland**  
ALLEGANY COUNTY

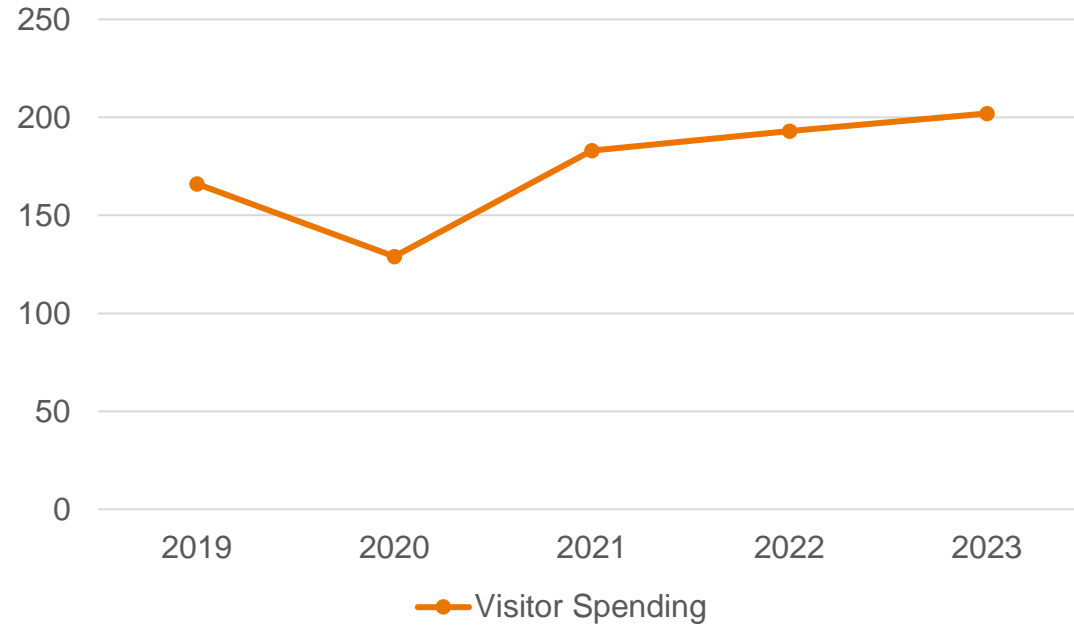


*The Trail Starts Here*

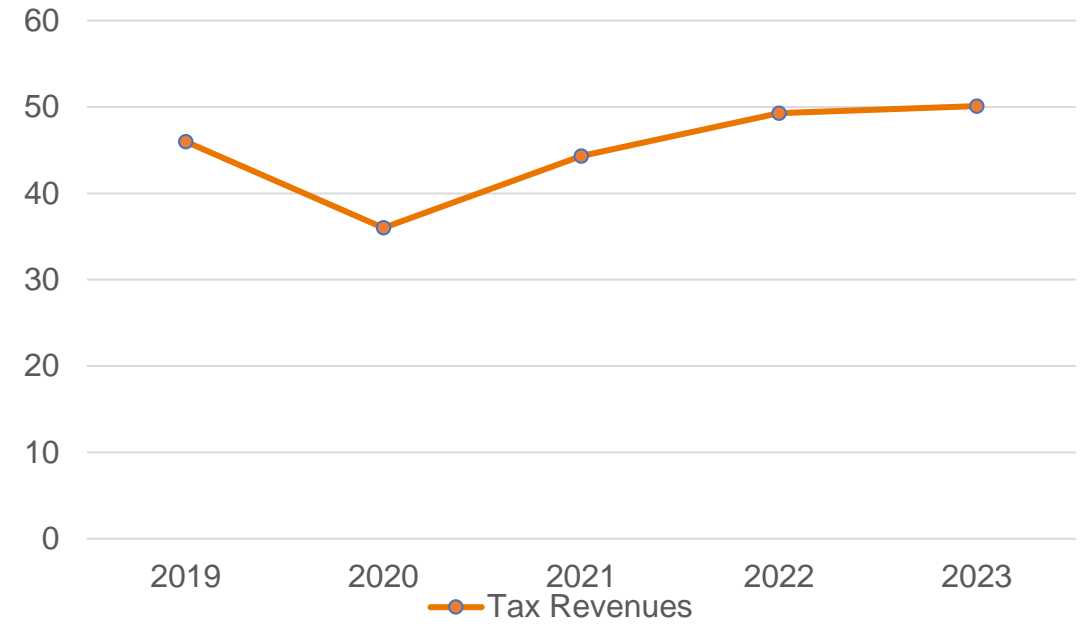




### Visitor Spending



### Tax Revenues





## OUR APPROACH...

We believe tourism is **THE** ambassador to economic development.







## Elevating the Outdoors: A Regional Approach to Growing Western Maryland's Outdoor Economy

- Partnership between Allegany County, Garrett County, and Maryland Department of Commerce.
- The purpose of the project is to transform Allegany and Garrett counties in Maryland into an outdoor recreation and lifestyle manufacturing hub.
- Produced a strategic and recruitment plan with three specific deliverables: a situational attraction analysis highlighting the development of an industry specific compatibility matrix, a regional strategic plan for business attraction, and the creation of an industry-focused, regional marketing/sales pitch packet.
- In 2022, ARC awarded Allegany County \$75,000 in BIL funding for the project.



## DESTINATION MANAGEMENT THROUGH PRODUCT DEVELOPMENT

River Park at  
Canal Place



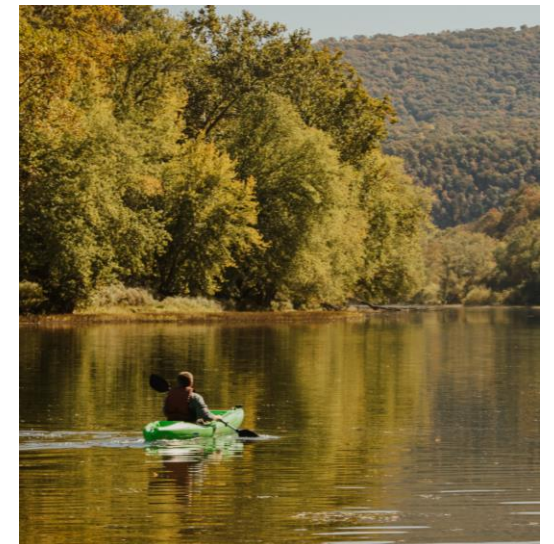
State Park Development



Diversifying Assets








Accessibility







## TAKEAWAYS

-  Regional work and partnership is key.
-  Determine your differentiator.
-  Asset mapping is an important exercise to evaluate strategy.
-  Embrace your educators.
-  **Find your champions.**





## ASHLI WORKMAN

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