

Marketing Plan – Alpine Points of Interest Printed Brochure

The Alpine Points of Interest brochure will be promoted through a coordinated distribution and outreach strategy designed to reach visitors before and during their time in Alpine. Marketing efforts will focus on partnerships with local businesses, visitor-facing locations, and regional tourism channels.

1. Strategic Distribution

Printed brochures will be distributed at high-traffic visitor locations to maximize visibility and accessibility. Distribution points will include:

- Local hotels
- Restaurants and cafés
- Retail stores and guides
- Gas stations and convenience stores
- The visitor center and town hall
- Campgrounds

An initial network of 15–25 distribution locations will be established, with periodic restocking to maintain availability during peak visitor seasons.

2. Partnerships with Local Businesses

Local businesses will be engaged as partners in promoting the brochure. Businesses potentially featured on the brochure will be encouraged to:

- Display brochures at checkout counters or entrances
- Include brochures in guest welcome packets
- Share the brochure with customers seeking activity recommendations

These partnerships will help ensure that visitors receive the brochure at multiple touchpoints during their stay.

3. Digital Promotion

Although the brochure is a printed resource, digital promotion would increase awareness and accessibility.

Marketing efforts may include:

- Posting the brochure as a downloadable PDF on the town website.
- Sharing the brochure through community social media channels.
- Encouraging local businesses to share the brochure through their websites and social media platforms.

Digital access will allow visitors to preview the brochure while planning their trip.

4. Visitor Engagement

The brochure is designed to encourage visitors to explore Alpine more fully by showcasing a wide range of recreation opportunities and local amenities in one place. By highlighting multiple activities and businesses together, the brochure will help visitors discover experiences they might otherwise miss.

This approach supports the goal of encouraging longer visitor stays and increased engagement with the local economy.

5. Ongoing Evaluation

The effectiveness of the marketing strategy will be monitored through:

- Tracking brochure distribution and restocking frequency.
- Feedback from participating businesses and visitor-facing organizations.
- Visitor demand for the brochure at key distribution points.

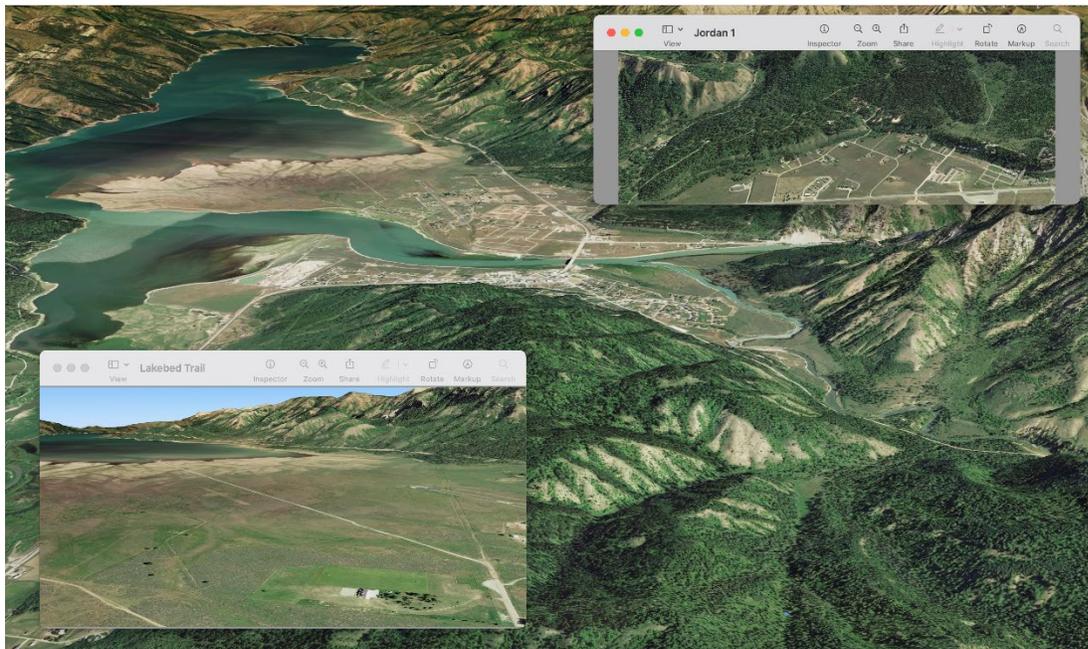
This information will help guide future reprints and potential updates to the brochure.

6. Brochure Ideas / Examples

The following are images of other local brochures that may serve as templates or inspiration for this project. Google Earth-based oblique images serve as potential views / map inlays that could provide the background for points of interest.



Example Teton County Search and Rescue Map with location callouts and oblique image of community and surrounding mountains.



Example Google Earth image of Alpine with overall map and zoomed insets for trails or other points of interest.

