

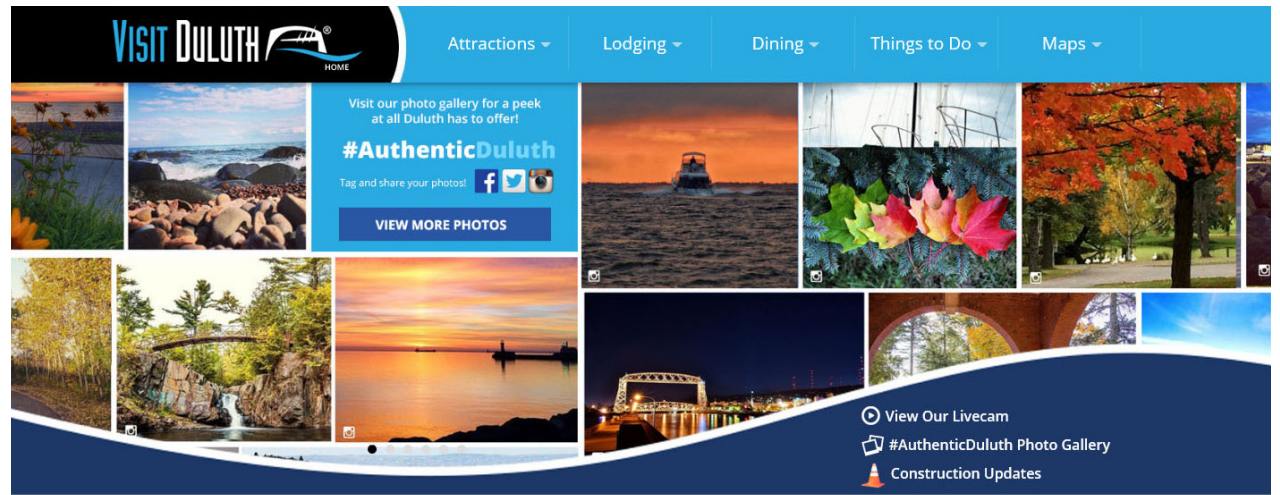
## Support from the Visitor Bureaus

Both the Superior-Douglas County Area Chamber and Visitor Bureau and Visit Duluth were involved as part of the Leadership Team during the planning process. Both groups recognize the benefits of a National Water Trail designation for the St. Louis River Estuary Water Trail and see this as another marquee draw for outdoor recreational tourism in the Twin Ports region.

Discussions are underway with Visit Duluth to create an integrated marketing campaign to showcase the broad range of outdoor adventure activities in the Duluth/Superior region, with particular focus on the St. Louis River Corridor in West Duluth.

As the Water Trail begins to take shape, both the Superior-Douglas County Area Chamber and Visitor Bureau and Visit Duluth are expected to:

- » Host or provide a direct link to a water trail website.
- » Provide information on print material.
- » Coordinate an annual or semi-annual review and update with the Water Trail management group.
- » Promote and advertise for the Water Trail and support facilities such as lodging, outfitters, food and beverage, and other related outdoor adventure/recreation activities.



### WELCOME to DULUTH

Duluth is a place like no other. An endless horizon where the largest freshwater lake in the world meets the sky. Rocky cliffs and pristine forests where you'll find miles of trails to explore. A thriving community where you can take in a show, explore nature, enjoy a meal and stay in comfort no matter where your plans take you.

It's all here, and it's all part of #AuthenticDuluth

Visit Duluth and the Superior-Douglas County Area Chamber and Visitor Bureau can assist with promotion of the Water Trail, identification of support services, and additional outdoor recreation opportunities to extend the stay for water trail users

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