



**HAUNTED HISTORY TRAIL OF MICHIGAN  
LOOKING CLOSER: LOCATIONS & PARTICIPATION**





# ABOUT TAP

With a core belief that we are stronger together, we work collaboratively with travel, tourism, and hospitality organizations to attract what they need to grow and thrive.

# WHAT IS THE HAUNTED HISTORY TRAIL?

The Haunted History Trail of New York State is the **first statewide paranormal program** of its kind.

**Started in 2013**, by a rural NYS DMO, the trail provided a way to **reach a niche market** and **develop a tourism product** around a unique asset in the county.

Now featuring a collection of **over 80 haunted locations across 30 New York State DMOs**, the trail offers visitors ghost hunts, paranormal investigations, psychics, spiritualism, haunted dining, overnight stays, and a calendar of ghostly events.



# HEAR FROM A NYS LOCATION

Tracy Murphy, Executive Director, Historic Palmyra Museums  
Caretaker & Historian, Fox Sister Properties



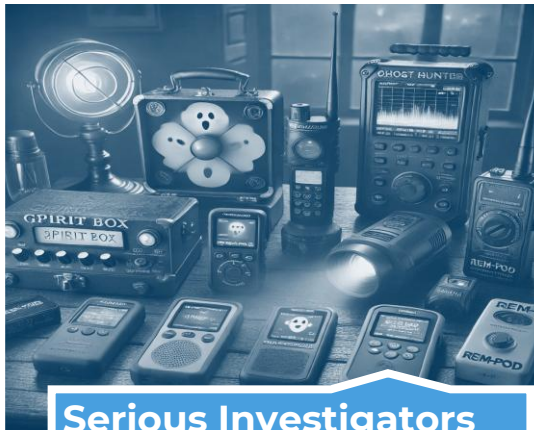
## THE FOX SISTERS PROPERTY / HYDESVILLE MEMORIAL PARK

### The Haunting:

*The birthplace of Spiritualism, this historic home still echoes with the mysterious raps that launched the Fox Sisters' legacy. Visitors can explore its chilling history and test their own senses on a guided tour of the property.*



# WHO IS THE AUDIENCE & WHAT ARE THEY LOOKING FOR?



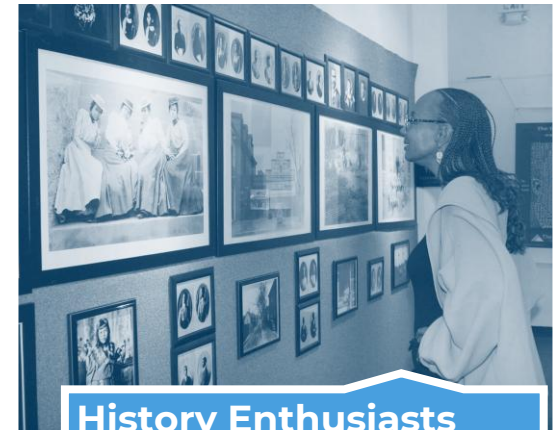
**Serious Investigators**  
Love the thrill



**Amateur Ghosthunters**  
Love the experience



**Para-curious**  
Love the stories



**History Enthusiasts**  
Love the history

# POSITIONING & EXPERIENCES



# WHAT COUNTS AS A HAUNTED LOCATION?

## Ability to Visit

Must be open at least during the main tourism season (**May-Oct**)

**Call-to-book** locations are OK

**Public access** is OK (parks, cemeteries, overlooks, sections of road)

Places where **ghost hunters host** (vs location owner/operator) is OK

Private residences **ONLY** as part of a walking tour or formal offering

## Must-Haves

Availability from May-October

An authentically haunted story

Owner/Operator is willing to have the story be told

## Spooky Factor

**Lead with history** – the history of a place is the basis for every story

**Must have a haunted story:**

- Unexplained phenomena
- Reportings of sounds or ghostly visions and happenings

## Don't Worry About

Group tours (this is consumer-first)

Creating new programs

Adding info to your website

Photography / Videography

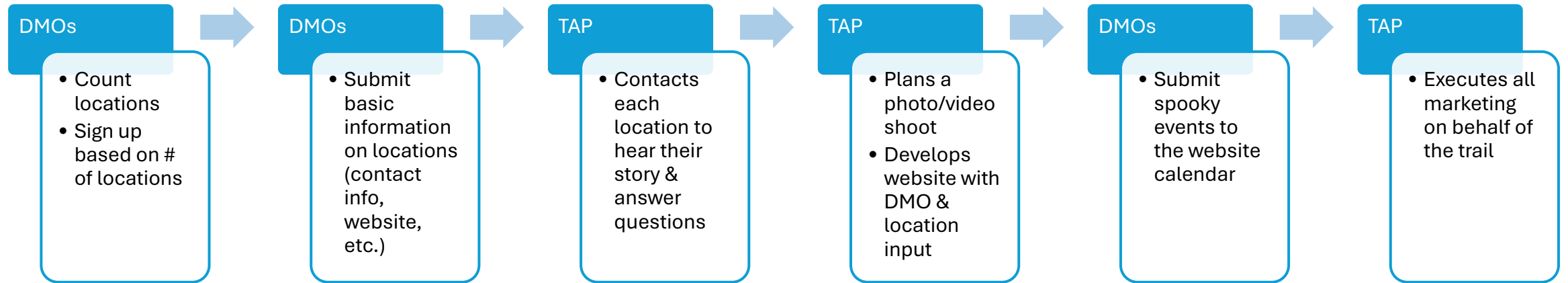
Marketing capacity



## Got Ghost Tours?

DMO Partners can add spooky seasonal events to the events calendar at no additional cost

# WHAT WE NEED FROM YOU



# MARKETING COLLABORATION – WE DO IT FOR YOU



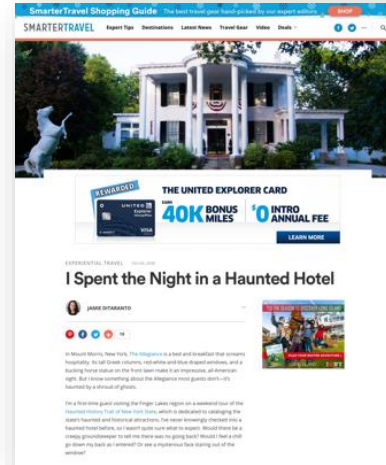
## Owned Channels

- Haunted Guide – 30,000 copies
  - **81,000 County guides distributed**
- Haunted Blog – 2-4x Month
- Newsletter – 34,000 subscribers
- Photography – One-Time / Site
- Website – 400,000 Annual Views



## Social Channels

- Michigan channels reserved
- New York channels:
- TikTok– 11.4K followers with spokesperson Brian J. Cano
- Facebook – 99.6K followers
- Instagram - 10K followers



## Earned Channels

### Public Relations

- 1 Events Press Release
- Active Pitching & Reactive Monitoring
- Potential for Media FAMs & Hosting

**2025 Media Coverage - 2.6B Total Impressions**

## Paid Channels

### META Advertising



- Ghostly Events (May-October)
- Brochure Inquires (May-September)
- Blog or Website Traffic (June-August)

**2025 Results - 197K Impressions,**

**6.5K Clicks, \$0.15 Avg CPC**

# WHAT'S NEXT



	Apr 7-9	Apr-Jun	Jul-Aug	Sep	Oct	Nov-Dec	2027
<b>Stage 1 Getting Started</b>	 	10-15 Founding Partners Conversations & Sign-up period	<i>Conversations with Locations</i>				
<b>Stage 2 Collecting Assets</b>		Onboarding Photoshoot Plan Video Plan Website Input	<i>Photo &amp; Video Shoots</i>				
<b>Stage 3 Launching</b>	April HHT MI ad in the NYS Guide			MI Website			<b>Unveil print guide for lead generation</b>  <b>Add Travel PR</b>
<b>Stage 4 Go Time</b>				Events Calendar Digital Ads Consumer Emails Social Media	Events Calendar Digital Ads Consumer Emails Social Media	Year 1 Wrap Final Report Year 2 Plan	Events Calendar Digital Ads Consumer Emails Social Media

# FUNDING MODEL

## Haunted History Trail Program Fee

The program is supported by DMOs across their respective states. All locations and counties receive the same marketing promotion and support.

### 2026 Activities

- Photoshoot
- Video content
- Website Listing / Ghostly Events Calendar
- Digital Advertising (Page Likes, Lead Gen, Traffic, Fall Events)
- Ad in the NYS Guide
- Email
- Social Media

### 2027 Activities

- Haunted History Trail Statewide Guide
- Lead Generation for County Guides
- Public Relations

## TIERED PRICING (ANNUAL)

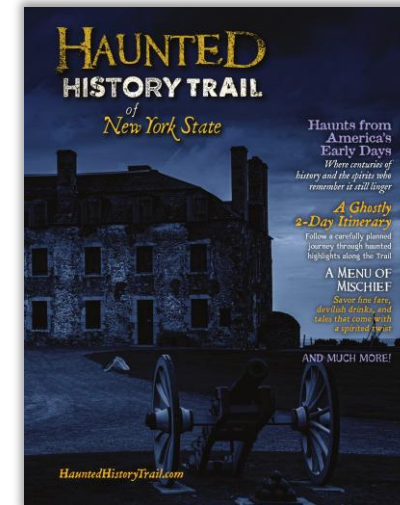
\$4,500 for 1-2 Locations

\$5,500 for 3-4 Locations

\$6,500 for 5-6 Locations

\$7,500 for 7+ Locations

**Two-year commitment required to launch program.**



# THE HAUNTED MICHIGAN LAUNCH TEAM



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**THANK YOU**

