



**HAUNTED HISTORY TRAIL OF MICHIGAN
PROGRAM OVERVIEW**





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.

ABOUT US

Travel Alliance Partnership is much more than a services and solutions agency. We are deeply passionate about the travel, tourism, and hospitality industry and are unwaveringly committed to serving our clients and member community. Serving at all levels – individuals, teams, organizations, and regions – we offer a full spectrum of services to help you attract what your organization needs to grow and thrive.

We're a team of highly skilled, motivated, visionary professionals with a deep understanding of the travel, tourism & hospitality industry.

We know you're looking for the kind of expertise, guidance and strategic collaboration you need to achieve the results you want and effectively connect with your target audience.

We are a leader in the tourism industry

With a core belief that we're stronger together, we work collaboratively with 2nd and 3rd tier tourism organizations to attract what they need to grow and thrive.

Why we do what we do

We believe that tourism makes or breaks entire regions and is critical to economic development. Our purpose is to support economic growth and prosperity within the communities we serve.

How we help:

We champion tourism and support economic growth

- Membership Programs
- Strategic Growth Services
- Education
- Events

Who we help

- Destination Marketing Organizations (DMOs)
- Destination Products
- Strategic Partners
- Travel Buyers
- Tour Operators

Our Affiliations



WHY HAUNTED TOURISM?

Market Growth & Economic Impact

Haunted tourism is a segment of the growing dark tourism industry:

- 2025 market valuation around \$32B
- Estimated to grow to \$39B by 2032.

Evolving Experience Types

Active, participatory experiences are increasingly favored over passive ones, as they allow visitors to engage more deeply, transforming their role from passive observer to active participant.

- Traditional walking tours
- Immersive tours
- Specialized investigative experiences.

Destination Hotspots

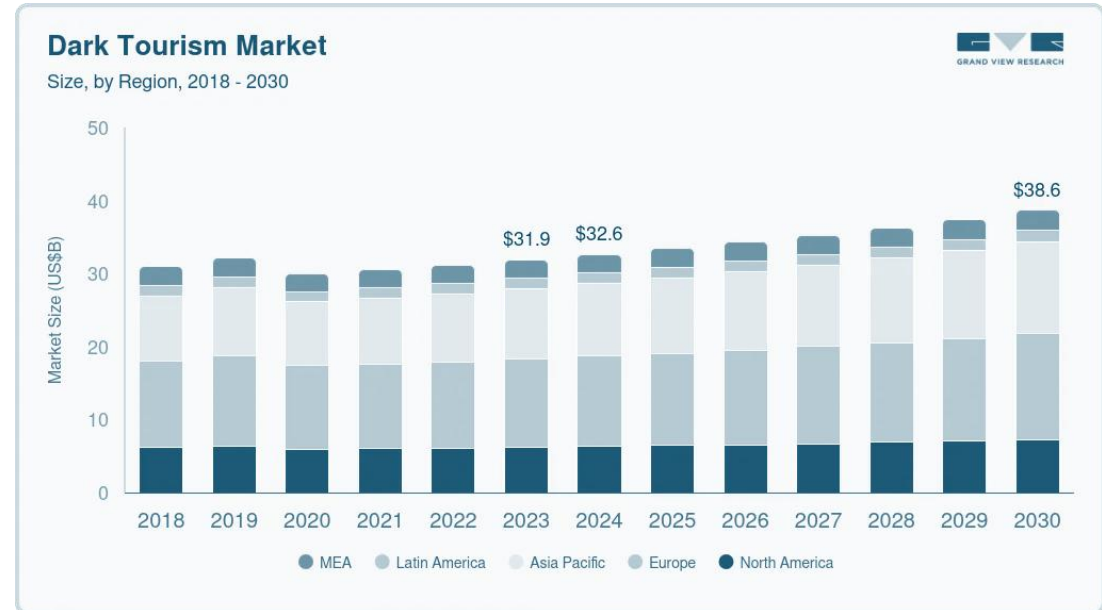
Cities with rich history and well-preserved architecture are in particularly high demand.

- New Orleans (Louisiana)
- Savannah (Georgia)
- Salem (Massachusetts)
- New York City (New York)
- Charleston (South Carolina)

Education as a Tourism Driver

Paranormal tourism is becoming an avenue for historical education and cultural exploration.

- Connect with the past through a compelling, emotional medium.
- Weaving historical narratives with the intrigue of paranormal
- Appeals to history enthusiasts and those drawn to the thrill of the unknown



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 Kelly Rapone, Tourism Director of Genesee County, a rural NYS DMO. The trail provided a way to reach a niche market and gave Kelly an opportunity to develop a tourism product around a unique asset in her County.

Featuring a collection of over 80 individual haunted locations across the State of New York, that are individually vetted to ensure integrity of the program. The trail offers unique paranormal experiences for visitors—ghost hunts, paranormal investigations, psychics, spiritualism, haunted dining, overnight stays, and a calendar of ghostly events.

The Program welcomes everyone from the amateur ghost hunter to the serious investigator, creating a tangible experience for anyone interested in the spooky side of tourism.

Collaboration is a key ingredient from pooling funds to curating haunted assets for the trail to cross-promotion between partners.

Trail Assets by the Numbers

32 NYS DMOs / County Partners

82 Haunted Locations

10K Instagram Followers / 77K Reach

11K TikTok Followers / 270K Reach

30K Trail Brochures Distributed

34K Email Subscribers

81K **County** Brochures Distributed

99K Facebook Followers / 4.2M Reach

150K Annual Website Users

400K Annual Website Views

2.6 Billion Media Impressions

**Numbers Current as of December 2025.*

AUDIENCES

Serious Investigators

Thrill-seekers, including serious investigators, are primarily **motivated by the excitement and fear** associated with potential paranormal encounters.

This group tends to **prefer more interactive experiences**, particularly those involving paranormal investigation equipment or overnight stays in purportedly haunted locations.

For these consumers, the **intensity of the experience** often outweighs historical or educational considerations.

Amateur Ghosthunters

Young adults, particularly **Millennials and Gen Z**, are typically drawn to the experiential and shareable nature of ghost tours.

They may not know much about this niche or area of tourism, but **value embarking on unique experiences**.

They are more likely to be **influenced by social media** and to **share their experiences online**, making them valuable marketing ambassadors.

Para-curious

The para-curious are just dipping their toe into the haunted waters — and often includes those **hearing about the Trail for the very first time**.

They might be unsure about participating in an active or intense experience, so they opt for **more passive experiences** (such as a haunted dinner) to start.

They are more **intrigued by the storytelling aspect** of the Trail and the possibility of a ghostly encounter, than actually hunting down a spirit themselves.

History Enthusiasts

History enthusiasts generally **prioritize historical accuracy and educational content** over theatrical elements.

For this group, the paranormal aspects often serve as an **engaging framework for exploring historical narratives** rather than the primary attraction.

Destinations targeting this segment typically invest in thorough historical research and employ guides with **strong knowledge of local history**.

POSITIONING THEMES

Intense Paranormal Experiences

- Some of the most haunted locations in the United States on the Trail
- Intense paranormal investigations
- In-depth ghost hunts
- Tragic tales
- Mysteries to uncover

"Softly" Spooky

- Lightly spooky locations with friendly spirits
- Less intense opportunities for the para-curious
- Ghost hunts with intriguing tales
- Paranormal 101 - learn how to ghost hunt

Unique & Authentic Experiences

- One-off experiences unlike anything you have done before
- Overnights in haunted hotels, ghostly dining, tours, etc.
- Real haunted stories with documented activity
- Diversity in haunted locations
- Less explored areas of the state

History

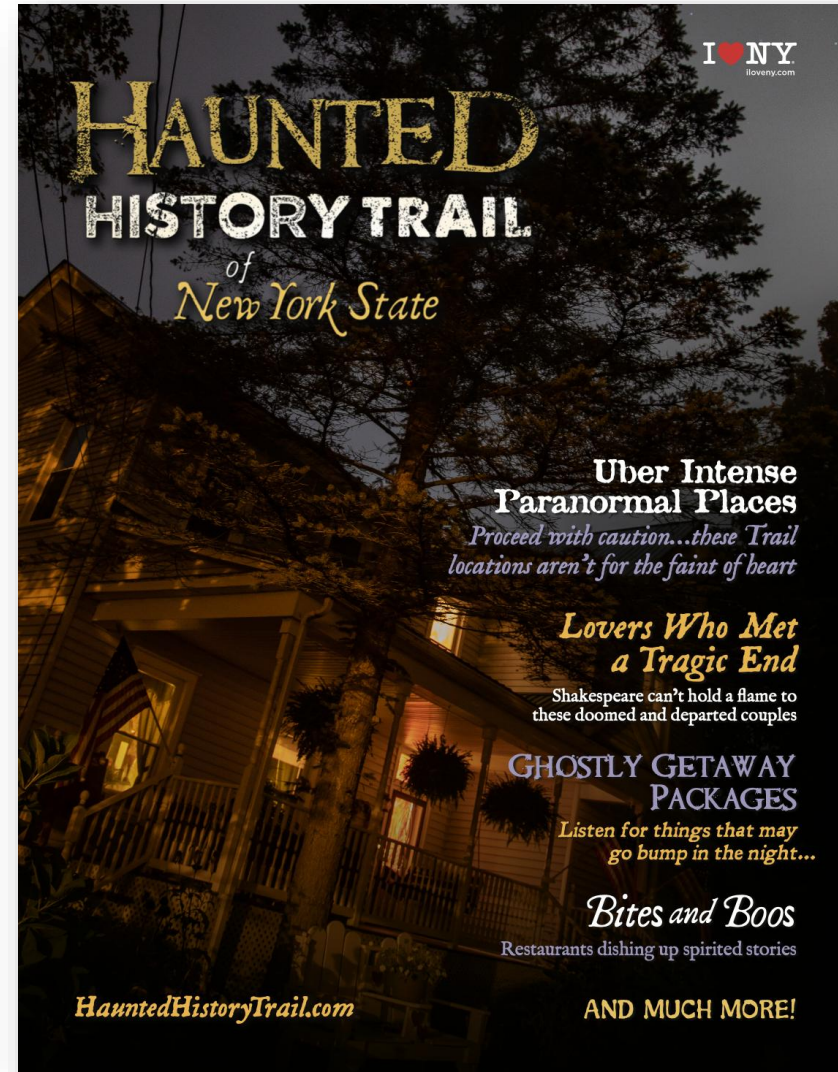
- Tales rooted in real history
- Historic locations, each with an interesting backstory
- Educational opportunities
- Daytime opportunities
- Storytelling

Epic Road Trips & Ghostly Getaways

- Immersive experiences
- Trip planning tools
- Ghostly locations in every area of the state
- Year-round experiences
- Information on how to travel the Trail
- Opportunities for visitors

OWNED MEDIA OVERVIEW

- **Haunted Guide – Annual Publication**
 - 30,000 Copies
 - Lead generation for County Guide requests: 81K
- **Haunted Blog – 2-4x Month**
 - Repurposed Guide Content
 - Roundups, Deep Dives, Q&A Blogs
- **Newsletter – Monthly (w/Special Editions)**
 - Distributed 6x Per Year (May-Oct)
 - Welcome Email on Sign Up
 - Survey / Personalization for Segmentation
 - 34,000 Current Subscribers
- **Photography – One-Time**
 - Steve Shoemaker of @AmityPhotos – official photographer
 - High quality- spooky & dark photography to fit brand
 - Photos are shot from odd angles, through a fence, up a staircase, or down an empty hallway. Close up images pull in small details of the locations.
- **Website – Ongoing**
 - 397K Unique Site Visitors
 - Backend access for uploading spooky events
 - Video Content on Homepage & Location Pages



SHARED MEDIA OVERVIEW

TikTok

Brian J. Cano, our trail ambassador travels to trail locations to create new and engaging content for our social channels. In 2025, Brian visited and created videos for 18 of our destinations. He managed the TikTok channel, posting our videos and engaging with commenters. These videos were then rolled out on Facebook and Instagram.

2025 Results

- 355,000 Video Views (+234%)
- 270,000 Accounts Reached (+232%)
- 6,000 New Followers (11.4K total) (+275%)
- 15,371 Engagements (+73%)

Facebook 2025 Results

- 4,200,000 Views (+3,100,000)
- 29,600 Content Interactions
- 99,600 Followers (+700)
- 57,700 Link Clicks

Instagram 2025 Results

- 324,600 Views (+224,900)
- 76,700 Reached (+17,800)
- 9,400 Content Interactions
- 10,000 Followers (+500)
- 3,400 Link Clicks (up from 1,900)



Brian J. Cano,
Paranormal Expert
& Trail Spokesperson

2025 Top Performing Video

[See more on the Haunted History Trail TikTok](#)



PAID META CAMPAIGNS OVERVIEW

META Advertising – Ongoing

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

Events Calendar Traffic Campaign

Goal: Drive traffic to the ghostly events calendar to encourage interest in upcoming events using an interest-based audience.

Timeline: August 1 – October 31, 2025

Results:

- 100,764 Reached
- 196,729 Impressions
- 1,172 Post Reactions
- 38 Post Comments
- 38 Post Saves
- 85 Post Saves
- 209 Post Shares
- 6,560 Unique Link Clicks
- \$0.15 Avg. Cost Per Click



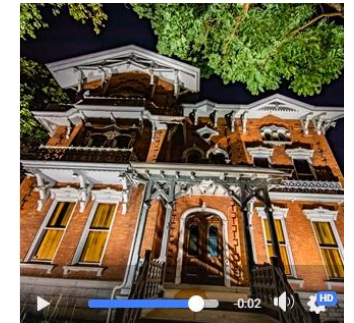
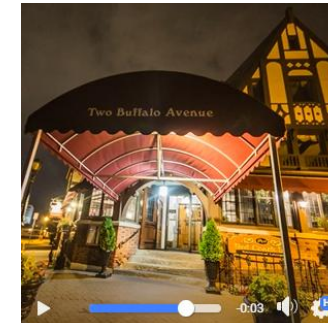
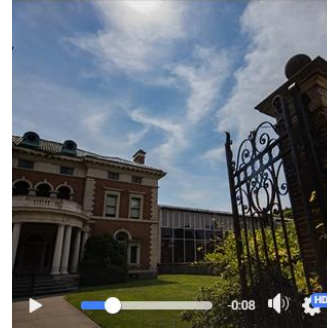
Haunted History Trail of New York State
Sponsored · 🌐

There's no need to travel far for chills and thrills this spooky season! Explore after-dark tours, eerie investigations, and paranormal events happening across New York State.

Think you're brave enough? See what's happening near you on the Haunted History Trail.

hauntedhistorytrail.c...
Your Next Scare Is Just a Drive Away [Learn more](#)

Like Comment Share



I ♥ NY
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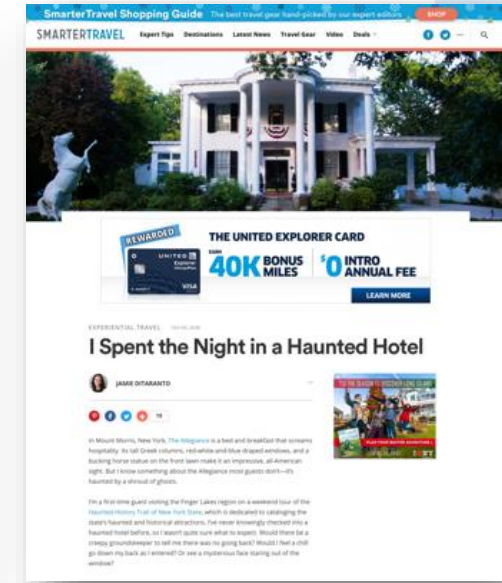
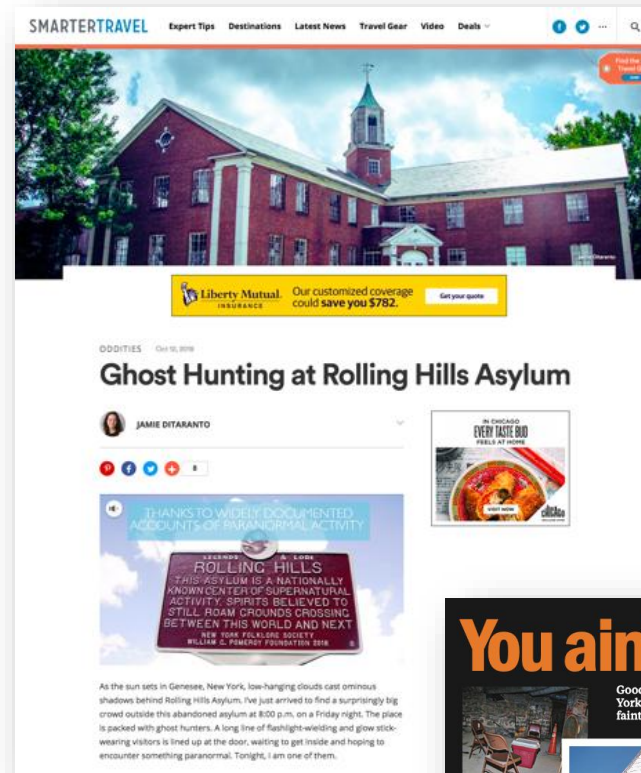
EARNED MEDIA OVERVIEW

Public Relations - Ongoing

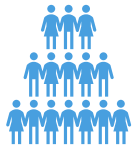
- 1 Press Release announcing spooky events calendar
- Active Pitching & Outreach
- Reactive Monitoring
- Potential for Media FAMs & Hosting
- Collaborate with Statewide DMO on media outreach

2025 Media Coverage

- 91 Total Articles
- 67 Unique Articles
- 303 Total Engagement
- 28.71M Average Impressions (UVM)
- **2.61B Total Impressions (UVM)**



BENEFITS TO BUILDING MULTI-STATE PROGRAM



Bigger Audience

Expansion grows the HHT email list, social reach, and PR footprint—partners get exposure to visitors planning multi-state trips.



Content Lift

As the program's central platform grows, partner assets continue to benefit from stronger SEO, social reach, and higher content cadence.



Shared Marketing Power

Co-op pooling stretches budgets: individual locations or DMOs get exposure they could never buy alone.



National Awareness

Being part of a multi-state family adds credibility and earns media interest that single-city or single-state programs rarely achieve.



Professional Storytelling

High-quality photo/video, reels, blogs, and national PR amplify local assets and elevate them beyond "small town ghost tours."



Sustainability

Broader program economics mean expanded program opportunities for all participating states and partners



Visitor Economy Boost

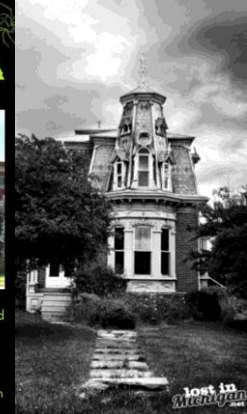
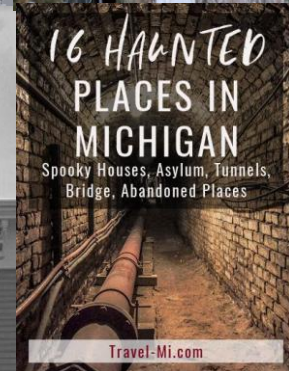
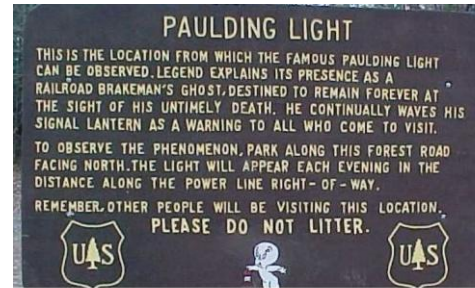
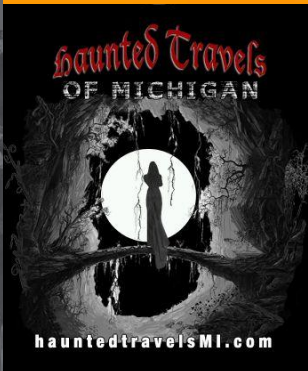
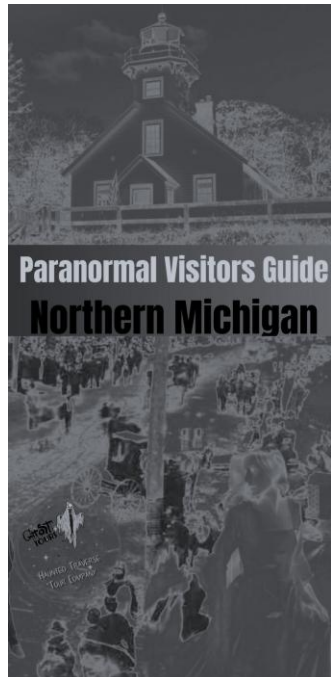
Paranormal tourism fills shoulder seasons (especially fall), drives overnights, and appeals to niche audiences (ghost hunters, history buffs, dark tourism enthusiasts).

WHY EXPAND TO MICHIGAN?

When we looked at where to go next, we wanted to stay close but not too close.

To give the program a hop-and-skip over to a nearby neighbor with a good amount of haunted tourism assets.

Michigan has lots of hauntings going on and as a Great Lakes neighbor, is close enough to expand the program without stretching it too far at first.



WHY EXPAND TO MICHIGAN?

Bonus!

TAP has DMO Guild members in Michigan (Detroit, Traverse City, Go Great Lakes Bay, Grand Rapids)

One of our TAP Team members, Riley Kruer, lives in Michigan.



YEAR 1 & 2 GOALS FOR MICHIGAN



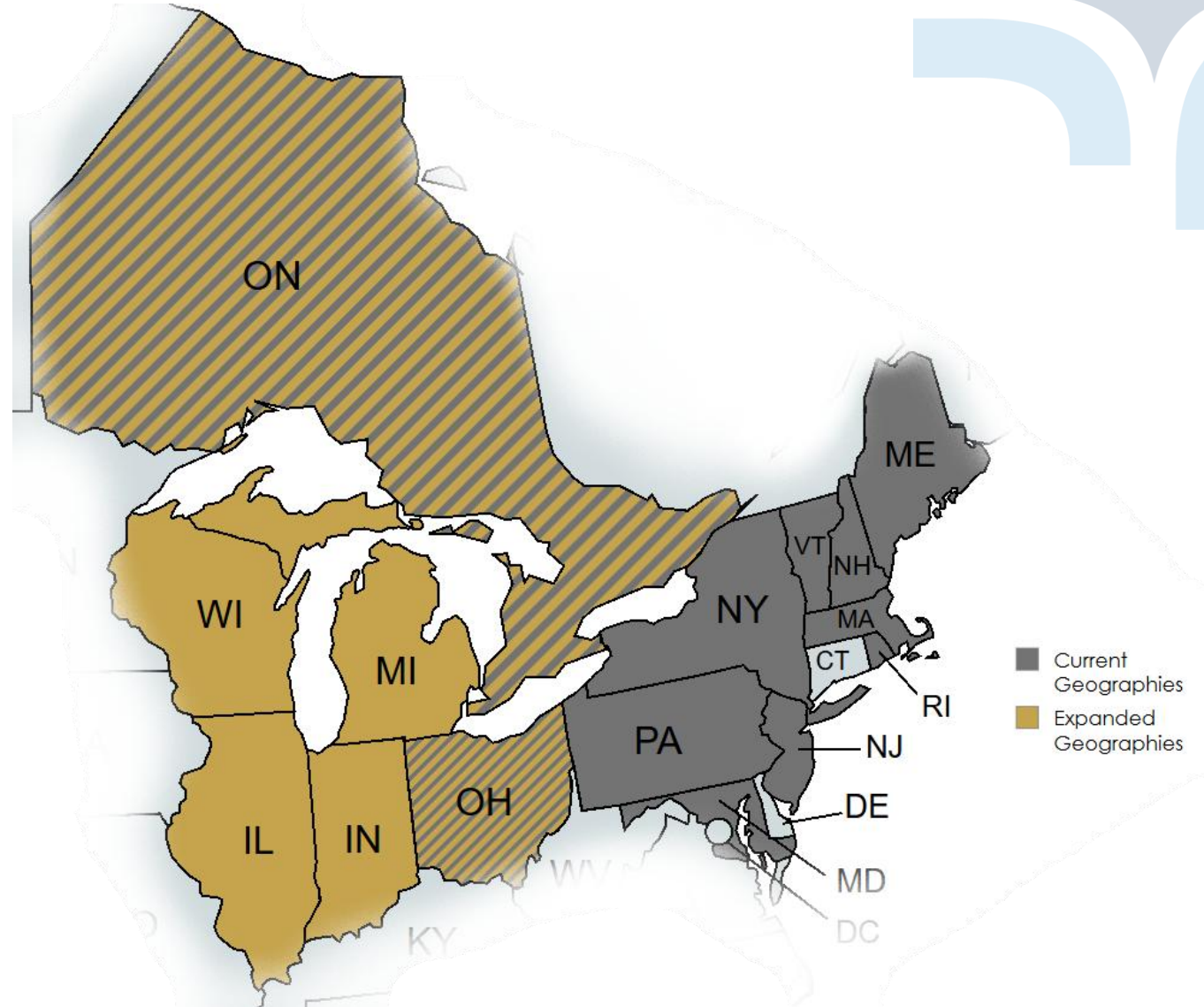
GEOGRAPHIC TARGETS

Current Geographies

- New York
- Ohio
- Pennsylvania
- Maryland
- New Jersey
- Rhode Island
- Massachusetts
- New Hampshire
- Vermont
- Maine
- Parts of Canada (Ontario Province)

Expanded Geographies

- Michigan
- Illinois
- Indiana
- Ohio
- Wisconsin
- Canada (Ontario Province)



FUNDING MODEL

The program is supported by DMOs across their respective states. County tourism offices provide the funding and work with our team to identify the paranormal assets and experiences within their area. We coordinate with the haunted locations to help define their offers and position them for success.

Haunted History Trail Program Fee

The program offers tiered pricing based on the number of Haunted assets in each county, but all locations and counties receive the same marketing promotion and support.

Year One 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

Year Two Activities

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

TIERED PRICING

\$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.**

WHAT'S NEXT

	Feb-Mar	Apr 7-9	Apr-Jun	Jul-Aug	Sep	Oct	Nov-Dec
Stage 1 Getting Started	Founding Partner <i>Interest</i> Conversations & <i>Sign-up period</i>	 	Founding Partner <i>Interest</i> Conversations & <i>Sign-up period</i>				
Stage 2 Collecting Assets			<i>Onboarding</i> <i>Photoshoot Plan</i> <i>Video Plan</i> <i>Website Input</i>	<i>Photo & Video</i> <i>Shoots</i>			
Stage 3 Launching		April <i>HHT MI ad in the</i> <i>NYS Guide</i>			<i>MI Website</i> <i>Digital Ads</i> <i>Consumer Emails</i> <i>Social Media</i>		
Stage 4 Go Time					<i>Spooky Season</i> <i>Events Calendar</i> <i>Paid & Shared</i>	<i>Spooky Season</i> <i>Events Calendar</i> <i>Paid & Shared</i>	<i>Year 1 Wrap</i> <i>Final Report</i> <i>Year 2 Plan</i>

THE HAUNTED MICHIGAN LAUNCH TEAM



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THANK YOU

