

# C&O Canal

## EXPERIENCE



### ABOUT:

The C&O Canal National Historical Park is an international and domestic attraction, and a differentiator for Maryland. The 184.5 mile-long canal from Washington, DC to Cumberland was, and remains today, an engineering marvel rising and falling more than 600 feet.

When it opened in 1850, the C&O required 75 locks, 11 aqueducts to cross major waterways, and the iconic 3,100 foot-long Paw Paw Tunnel to enable canal boats to transport goods to and from the west.

Today the C&O Canal National Park is the 11th most visited national park in the US. The region abounds with outdoor recreation including hiking, biking, and paddling; idyllic stone-structured Canal Towns offering eating and drinking, lodging, and shopping; and scenic views and a pleasant drive along the C&O Canal Scenic Byway.

This project will showcase the recreational and educational experiences along the C&O Canal and in the region, assist visitor participation in local activities (i.e. dining, shopping), and encourage travelers to plan extended trips.

For additional resources click [here](#).





## HASHTAGS:

**PRIMARY:** #MDinFocus, #VisitMaryland, #CandOCanal,

**SECONDARY\*:** #canaltrust, #MyCanalStory, #trails, #hiking, #recreation, #scenic, #nature, #landscape, #adventure, #explore, #neverstopexploring, #optoutside, #getoutdoors, #travelmatters

*\*Suggested for use on Instagram or where it is appropriate*

## PROFILES TO TAG:

Maryland Office of Tourism

Facebook: @TravelMD

Twitter: @TravelMD

Instagram: @VisitMaryland

C&O Canal

Facebook: @chesapeakeandohiocanal

Twitter: @COcanalNPS

Instagram: @chesapeakeandohiocanal

C&O Canal Trust

Facebook: @CanalFriends

Twitter: @CanalTrust

Instagram: @canaltrust





## **SAMPLE POSTS:**

Listed below are sample posts. These messages can be copied/pasted verbatim or used as guidelines.

We encourage you to personalize them and/or create entirely new messages about the C&O Canal Experience.

Consider what Imagery, facts, or information you can add to the conversation, and what will inspire travel to the canal and surrounding area.

- Operating for nearly 100 years the Chesapeake and Ohio Canal was a lifeline for communities along the Potomac River. Today it is an outdoor recreational mecca complete with visitor centers, campsites and accommodations, multi-use trails, and significant historical landmarks. Plan your trip to celebrate this national treasure.
- Book an overnight stay at one of the C&O Canal's rehabilitated lockhouses. These preserved pieces of America's early transportation history will help you unplug from modern life and reconnect with nature.
- Did you know Maryland's C&O Canal is a National Park Service National Underground Railroad Network to Freedom site? Learn more about the C&O Canal's role in the Civil War and path to freedom for enslaved Blacks.
- From natural scenic views accessible by hiking and biking to an extensive waterway system, the options to explore along the C&O Canal's 184.5-mile length are endless. Prepare for another fun day of adventure at one of the campsites or at a historic lockhouse. Plan your trip today!
- Go beyond the C&O to a charming canal town! Enjoy unique historic architecture, museums, and fun excursions! Finish the day with dinner at a local restaurant or a pint at a craft brewery.





## **SUGGESTED FREQUENCY:**

- We suggest you create an original post on any platform at least once a week from January to April.
- Share from the Maryland Office of Tourism when tagged in a post or when the content is relevant to your site.

## **NOTBALE DATES TO POST**

- January 5th - National Bird Day
- January 8, 2021 - C&O Canal Park 50th Anniversary
- January 18, 2021 - 60th anniversary of the C&O Canal designated as a National Monument
- January 26, 2021 - National Plan for Vacation Day
- February - Fe-BREW-ary (potential beer trail amongst the canal towns)
- March 30th - Take a Walk in the Park Day
- April 3rd (1st Wednesday) - Walking Day
- April 7 - National Beer Day (potential beer trail amongst the canal towns)
- April 17-25 - National Park Week
- April 19 - National Bike Day
- April 22nd - Earth Day
- April 27th - Go Birding Day
- May - National Bike Month, National Preservation Month, and National Photography Month
- May 16 - Kids to Park Day (3rd Saturday)
- May 27th - Senior Health & Fitness Day (Last Wednesday)