



Signage Value & Tourism Growth Along the Hatfield-McCoy Feud Trail

ROUTES US 119, KY 319 & KY 1056 • 2017-2024

Purpose

- ▶ Show growth in Pike County tourism (2017–2023) and how strategic signage on US 119, KY 319 & KY 1056 can amplify visitation to Hatfield & McCoy sites.
 - ▶ Quantify 2017 vs. 2024 gains: spending, jobs, taxes.
 - ▶ Identify key corridors and photo opportunities on US 119, KY 319 & KY 1056.
 - ▶ Summarize why visitor wayfinding signage boosts local economies.

Pike County Tourism Growth (2017 → 2023)

2017 Tourist Spending	2023 Tourist Spending
\$72.93 million	\$103.2 million

- ▶ Pike County tourism spending increased from \$72.9M in 2017 to \$103.2M in 2023, a growth of over **\$30 million in six years.**
 - ▶ Growth shows consistent demand and expanding economic impact, strengthening the case for improving feud-route signage to support continued tourism gains.

Key Corridors & Feud Sites

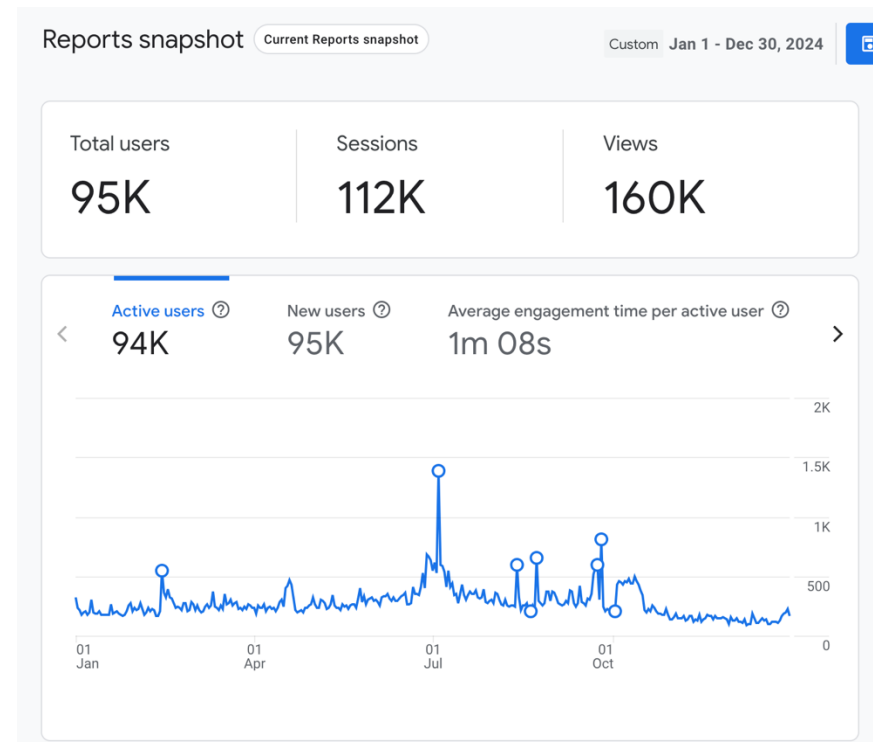
- ▶ US 119 (Pikeville ⇌ South Williamson), KY 319 (Hardy/McCarr), KY 1056 (Tug Fork access).
 - ▶ McCoy House & Well (KY 319 near Hardy) — Insert photo placeholder.
 - ▶ Hog Trial / Election Fight Marker (KY 319 at McCarr) — Insert photo placeholder.
 - ▶ Hatfield–McCoy Park on KY 1056 (Tug Fork River access) — Insert photo placeholder.
 - ▶ US 119 gateway into 'Land of the Hatfields & McCoys' — Insert gateway photo placeholder.

Why Wayfinding & Gateway Signage Matter

- ▶ Clear wayfinding increases visitor engagement, dwell time, and local spending; strengthens identity; and reduces visitor friction.
 - ▶ ARC report highlights signage/brand consistency as a tourism strategy in Appalachia.
 - ▶ Municipal wayfinding tied to higher foot traffic and spending; reinforces 'welcome' and directs visitors to lesser-known sites.
 - ▶ Gateway signs announce arrival to 'Land of the Hatfields & McCoys' and unify corridor experience.

Hatfield McCoy Tour Popularity

- ▶ Pikeville-Pike County Tourism distributes **over 25,000 feud-related brochures and rack cards annually**, all by request.
- ▶ The feud tour drives major digital interest with **95K users, 112K sessions, and 160K views in 2024**.
 - ▶ Visitors are actively seeking feud sites—**signage will greatly improve wayfinding and the overall experience**.
 - ▶ **Naming these routes also creates a new media opportunity**, increasing visibility and promotion for the tour.





Let's grow
tourism
together.