

GO Laurel Highlands & Local Explorers Celebrate Success of Jaylen's 30 Trail in Partnership with the Pittsburgh Steelers

Laurel Highlands continues to expand its mobile experience and their partnership with Local Explorers following the successful launch of its Coffee Club Trail !

BOCA RATON, FL, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- Following the successful launch of its Coffee Club Trail earlier this year, [GO Laurel Highlands](#) has continued to expand its official mobile experience through its partnership with [Local Explorers](#). The Destination Marketing Organization (DMO) launched the "Jaylen's 30 Trail" on July 28, just ahead of the Pittsburgh Steelers 2026 Training Camp at Saint Vincent College in Latrobe with opportunities to meet [Jaylen Warren](#).



The image displays a promotional graphic for the GO Laurel Highlands app. On the left, a smartphone screen shows the app's interface for the "Jaylen's 30 Laurel Highlands Trail". The screen displays the trail name, a "FREE" price tag, and a "60-Day - Challenge Pass" duration. Below this, it states "Must start using within 60 days from purchase" and features an "Add to Cart" button. At the bottom of the screen, it says "Jaylen's 30 - FIRST DOWN!". To the right of the phone, there is a circular graphic featuring a Pittsburgh Steelers player in a white jersey with the number 30, with the text "JAYLEN'S 30" and "FIRST DOWN" overlaid. Above the phone, the text reads "GO Laurel Highlands Launches New Challenge Pass in Collaboration with the Pittsburgh Steelers". In the top right corner, the "LOCAL EXPLORERS" logo is visible. Below the circular graphic, text encourages users to "Explore Laurel Highlands. Complete challenges. Unlock exclusive Steelers rewards." At the bottom right, there are logos for the App Store and Google Play, along with a website link "Visit Our Website localexplorers.com".

Challenge Passes with Local Explorers

Since its July 28 launch, the new Challenge Pass has already generated strong early interest, with nearly 75 passes sold in its first month, giving visitors and Steelers fans another way to explore the Laurel Highlands, by encouraging visitors to explore the area while earning rewards and sweepstakes entries while supporting businesses and attractions throughout the region.

As the official tourism promotion agency for Pennsylvania's Laurel Highlands and an official Preferred Vacation Destination of the Pittsburgh Steelers, GO Laurel Highlands developed the trail to celebrate football season while encouraging visitors to experience more of the region's local businesses and attractions. The program builds on the momentum of the recently introduced Coffee Club Trail, further demonstrating GO Laurel Highlands' commitment to creating engaging visitor experiences through its mobile app.

The Steelers hosted their 2026 Training Camp from July 29 through August 17, drawing thousands of fans to the region. Launched just one day before camp began, the Jaylen's 30 Trail gave those visitors a new way to extend their experience beyond the football field and discover destinations throughout the Laurel Highlands.

The Jaylen's 30 Trail features 30 participating locations throughout the region, inviting users to visit destinations, check in using the GO Laurel Highlands app, and complete the challenge. Visitors who complete all 30 check-ins earn the opportunity to be entered into exclusive sweepstakes, creating an exciting incentive to continue exploring the region throughout the football season.

The graphic is a promotional poster for the 'GO Laurel's Challenge Pass'. At the top right is the 'LOCAL EXPLORERS' logo. The title 'CHALLENGE PASS' is prominently displayed in the center, with 'CHALLENGE' in white and 'PASS' in orange. Below the title, the text 'Turn visits into rewarding experiences.' is followed by four icons and their descriptions: a lightning bolt for 'Reward exploration & build loyalty', a target for 'Engage visitors with interactive challenges', a map for 'Drive visits to multiple locations', and a gift for 'Unlock achievements & rewards'. On the right side, there is a smartphone mockup showing the 'GO LH' app interface, which includes a coffee cup image and a 'Coffee Club Raffle Entry' section showing '15 points required' and '0.0%' progress. At the bottom, there are two contact options: 'call us today 561-990-1625' with a phone icon, and 'Visit Our Website localexplorers.com' with a globe icon. The entire graphic is set against a dark background with a blue wave-like shape at the bottom.

GO Laurel's Challenge Pass

"Our goal was to launch the new Challenge Pass just before Training Camp began so we can introduce it to fans as they arrive in the Laurel Highlands and continue driving engagement throughout the football season," said Emma Reaping, Marketing & Program Coordinator for GO Laurel Highlands. "Partnering with the Pittsburgh Steelers allows us to create an experience that encourages visitors to discover local businesses while celebrating one of the region's biggest annual events."

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The Coffee Club Trail demonstrated how digital challenges can inspire visitors to discover more of a destination”

*Susan Erickson, Vice President
and Co-Founder of Local
Explorers*

The Jaylen's 30 Trail leverages the Local Explorers platform, which helps destination marketing organizations transform their traditional visitor guides into interactive mobile experiences that drive exploration, repeat visitation, and measurable economic impact. Visitors can easily navigate between participating locations, track their progress, and

earn sweepstakes entries—all from within the GO Laurel Highlands app.

"We're excited to continue growing our partnership with GO Laurel Highlands," said Susan Erickson, Vice President and Co-Founder of Local Explorers. "The Coffee Club Trail demonstrated how digital challenges can inspire visitors to discover more of a destination, and the early response to the Jaylen's 30 Trail is another fantastic example of how communities can capitalize

on major events to create memorable experiences that benefit local businesses." With nearly 75 passes already sold, the Jaylen's 30 Trail is continuing to engage visitors beyond Training Camp and throughout the football season, extending the impact of the Steelers partnership while encouraging ongoing exploration of the Laurel Highlands.

Local Explorers creates custom-branded mobile solutions that help communities connect visitors with local businesses, attractions, events, and experiences through digital passports, challenge trails, rewards, and interactive engagement tools. The platform continues to power innovative visitor experiences for destination marketing organizations across North America.

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