

National
SCENIC BYWAY
Foundation



The National Voice of Scenic Byways and Roads

July 2020

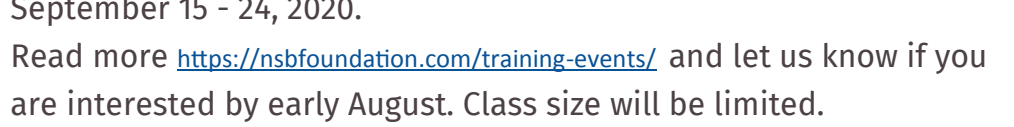
The Byway Program - Thankful for Your National Support

We thank the Byway Leaders, our Partners and the National Scenic Byway Community for raising your voice to our legislators about the positive economic impact of Federal funding for the National Scenic Byway Program. With language to support the NSB program coming from the House in HR 2, now focus is on the Senate to renew funding for the Scenic Byway Program.

Celebrate that Scenic Byways are an important driver of tourism, job creation, and economic growth, especially for rural communities.

The most important action your Byway organization can do for the rest of the year is to keep your Byway in the spotlight with public awareness and media outreach.

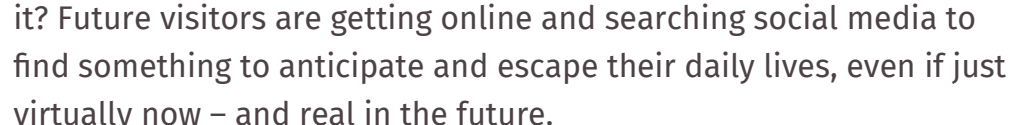
Newsletter photo header: Sunrise on the Seven Mile Bridge Overseas Highway



Byway Leader Training - Going Virtual in September

While the value of connecting face-to-face is priceless, the NSBF Byway Leader Training team is offering a virtual opportunity September 15 - 24, 2020.

Read more <https://nsbfoundation.com/training-events/> and let us know if you are interested by early August. Class size will be limited.



Inspire Visitors to Dream about Your Byway

We all want to be *inspired*. Confined to home, we're all looking for things to uplift our spirits and things we can dream about doing in the future when things settle down. So what are we all doing about it? Future visitors are getting online and searching social media to find something to anticipate and escape their daily lives, even if just virtually now – and real in the future.

Visitors to destinations and Byways want to be *inspired* – attracted – overwhelmed by beauty – and dream about where they can visit. Today, nearly everyone who travels starts their search online when looking for new places to explore.

When visitors begin searching for a leisure experience, the first thing they do is search for “what they want to do.” They use this activity as their primary experience driver. They often book accommodations that complement the theme, find restaurants that have either great local food or food related to the trip theme. Visitors add in other attractions and activities that may likely be related to their experience driver until their entire experience is assembled.

Visitors say the following factors cause them to choose one destination over the other:

- 63% climate or weather
- 50% local history and culture
- 46% nature and wildlife
- 38% arts and entertainment
- 37% local cuisine
- 35% meet people, different culture
- 35% shopping
- 33% good for children
- 31% sports and outdoor activities
- 30% music festivals

Digging a bit deeper into these stats, more than a third (37%) of visitors will select a destination because of its great local cuisine and less than a third (31%) choose a destination for its outdoor activities. These indicate that reasons for choosing a destination have been turned on their head in the past couple of decades.

Travel is visual and as one would guess – Facebook, YouTube and Instagram – head the list of virtual places visitors are looking. Video posts get 60% more engagement than standard image posts, with an average 3-5 minutes of engagement time. Over 74% of Facebook's 2 billion plus users log in every day. Over 72% search for travel experiences on the platform and 47% use it to plan their dining experiences. New posts between 9 -11PM now get the most attention, when people are relaxing. Instagram (38%) and YouTube (41%) are most

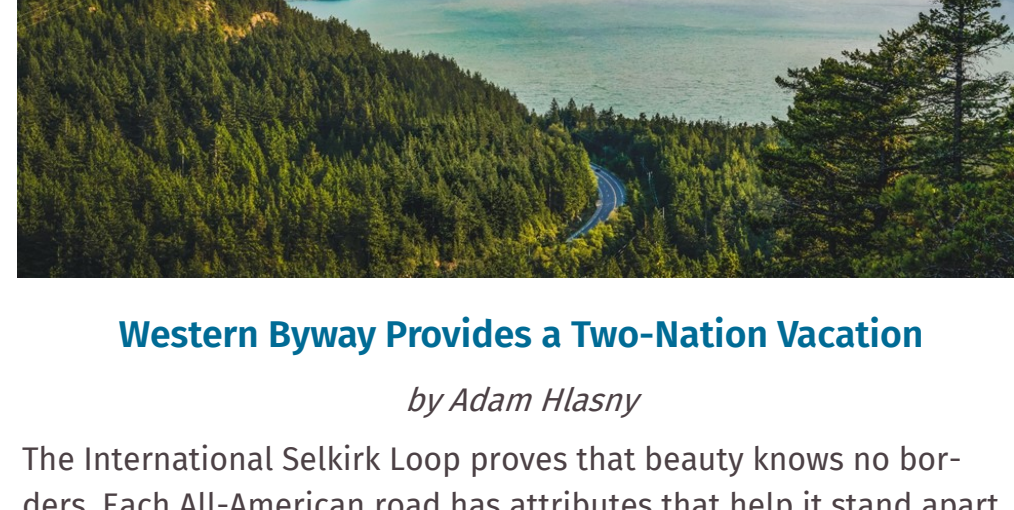


used to view architecture, landmarks and historic sites before visiting. In addition to travel planning, 75% of visitors use social media at least once a day while they are “in destination.” Over 60% of Facebook users, 46% of Instagram users and 33% of YouTube users access these

platforms to check out restaurants, find special things to do and look for events.

Besides a website, Byways that utilize social media marketing on these three platforms with great images, great videos and engaging stories will go a long way toward developing a strong outreach to those seeking to be *inspired*. When visitors view your posts, Byways have to be prepared to create a dialogue, monitor platform traffic and respond – in a positive, uplifting way. When potential visitors who have become intrigued with a Byway pass on posts to their friends and family, that's marketing and outreach that can't be bought.

This article is provided by our NSBF Director of Development and Marketing, Maree Forbes Ph.D.



Western Byway Provides a Two-Nation Vacation

by Adam Hlasny

The International Selkirk Loop proves that beauty knows no borders. Each All-American road has attributes that help it stand apart, whether pristine waterways, picturesque townscapes, or craggy mountain sunsets. This ruggedly elegant loop impresses visitors with all of the above, nonchalantly spanning two countries in the process.

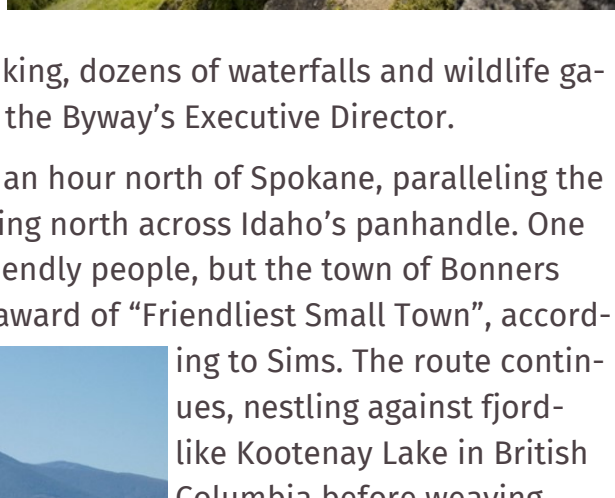
Home to jaw-plummeting landscapes and the world's longest free ferry ride, there are diversions for every traveler. “I personally love getting out onto the trails to enjoy nature. There are hundreds of maintained trails for hiking and mountain biking, dozens of waterfalls and wildlife galore” says Stephanie Sims, the Byway's Executive Director.

The 280-mile route begins an hour north of Spokane, paralleling the Pend Oreille River and slicing north across Idaho's panhandle. One has heard clichés about friendly people, but the town of Bonners Ferry has actually won an award of “Friendliest Small Town”, according to Sims.

The route continues, nestling against fjord-like Kootenay Lake in British Columbia before weaving back through Northwest Washington.

There's no reason to rush, however. The mountains have been here for millennia and are doing just fine. Rooted between placid skies above and liquid sapphire below, the traveler can join them in their magnificent repose. Just when untold shades of green and blue start to make a box of Crayolas look dull, you enter the town of Creston, BC, known for its vivid murals and locally grown produce.

Maybe it is appropriate that the Selkirk Loop is not wholly in one country. The land has a timeless quality that resists human-imposed boundaries, outliving every single person driving across it. Perhaps in such challenging times we can take a lesson from these transcendent places by ignoring trivial barriers and recognizing a unity with our surroundings, whether nature or our fellow human beings.



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Byway Community Calendar

August 15 - Registration due for Sept. Byway Leader Training

September 23 - 3pm ET - Scenic Conservation webinar*

September 15-24 - Virtual Byway Leader Training - 6 sessions

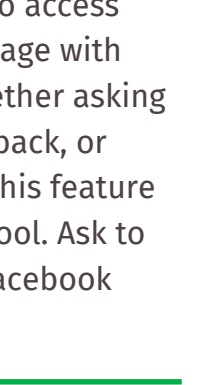
October 27-29 - Heartland Byway Conference (postponed from April) -

Early Bird registration until Sept 1: <https://www.travelks.com/industry/education/heartland-byways-conference/>

***September 23 Webinar - Byway with a View: Managing Vegetation to Restore Iconic Views** (registration available soon on our website)

Presenters:

Nancy Brunswick, Forest Service Landscape Architect (right) & Sandra Hikari, Oregon Dept of Transportation



National Scenic Byway Foundation MEMBERS' Facebook Group Established

A facebook group has been created to allow members to access exclusive content and engage with fellow byway leaders. Whether asking questions, providing feedback, or simply posting a picture, this feature is a valuable connection tool. Ask to join the NSBF Members' Facebook group today, and then invite others!

2020 the year I'll never forget...

Please join or support our National Scenic Byway Foundation today. It's been a hard year for us too - and we have expanded member benefits, increased social media outreach, updated our website, posted new byway re-sources...



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Join or donate at: nsbfoundation.com

Thank You, Sharon

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