



April 2019

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## Byway Spotlight: Boom or Bust Byway - NW Louisiana

The Boom or Bust Byway is a 136-mile route along Louisiana Highway 2 and is defined by the Louisiana/Texas border. So why is it called the **Boom or Bust Byway**? The answer soon will be apparent.



As you drive along the byway you will see evidence of the economic booms and busts experienced by the resilient people of Northwest Louisiana. You'll see graveyards of old oil field equipment that died when the oil industry went bust. But you'll also see new oil and gas facilities being built in response to the current booming oil and natural gas economy. The scenic drive traverses back roads lined with colorful wildflowers, placid bayous, well-kept churches reflecting the Protestant faith of most 19th century settlers, shady forests, and rich productive farmland.

### Learn more:

- [www.boomorbustbyway.com](http://www.boomorbustbyway.com)
- [www.facebook.com/BoomOrBustByway/](https://www.facebook.com/BoomOrBustByway/)
- [www.instagram.com/seeshreveportbossier/](https://www.instagram.com/seeshreveportbossier/)
- Next time you are out and enjoying the Byway use the hashtag #boomorbustbyway

### Getting Here

- Shreveport Regional Airport (SHV), Shreveport, Louisiana
- Dallas/Fort Worth Airport (DFW), Dallas, Texas
- George Bush Intercontinental Airport (IAH), Houston, Texas

Article submitted by Charlie Rice, Shreveport-Bossier Convention & Tourist Bureau. If you have an idea for an article, please send your article of 1,000 words or less, plus any photos, to [info@nsbfoundation.com](mailto:info@nsbfoundation.com).

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## Your Byway's Intrinsic Values

Spring is in the air. This is a great time to evaluate your visitor's experience, before the busy travel season. The best place to start is to go back to basics: what's a byway? What are your byway's intrinsic values? As a reminder, Byway intrinsic values are: archaeological, cultural, historic, natural, recreational, and/or scenic.

Organize a round table of your strongest enthusiasts, volunteers, or other stakeholders and discuss each intrinsic value as they relate to your byway. Most byways have more than one strong intrinsic value.



*Historic photograph of the upper aqueduct carrying the Erie Canal across the Mohawk River near Schenectady.*

On the Mohawk Towpath Byway, we have great examples of all six intrinsic qualities within our byway corridor, but our strong one is historic. There are many levels of history from geology, from natural history, to native American, the waterway west, the Industrial Revolution, the Erie Canal, the seat of innovation and many more. Many American families living in the Midwest or further west can trace their ancestry to someone who moved west on the Erie Canal.

Telling these stories has evolved into our primary objective. In fact, one of the early visitors to our byway affectionately referred to us as, "...a short byway with a long history." As you plan implementation of your corridor management plan always start with a review of your intrinsic values. Check out the [NSBF fact sheet on intrinsic values](#) for more about intrinsic values.

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## Byway Leader Training - May 7-8, 2019

Designed for new and renewed byway leaders throughout the nation, this training is sponsored by the National Scenic Byway Foundation (NSBF) and hosted by the East Central Regional Development Commission, the St. Croix Scenic Byway and their partners.



Join us May 7-8, 2019 along the [St. Croix Scenic Byway](#) at the confluence of the Veteran's Evergreen Byway. Held at the [Audubon Center of the North Woods](#) in Sandstone, MN, a residential environmental learning and retreat center nestled on the shores of Grindstone Lake in east-central Minnesota.

Expect to learn:

- How Byway organizations are thriving without Federal dollars

- **Corridor Management Plan (CMP)** strategies for funding opportunities
- **Priorities** for marketing, partnerships and fund-raising
- **Byway jargon** – Viewshed Protection; Wayfinding; Pull-off Interpretation; etc.
- **From NSBF Leaders** Jan Gammon, Chris Sieverdes, Penny Simonsen, and Sharon Strouse

Cost is \$95.00, includes meals/snacks and all materials; reduced cost overnight accommodations will be offered at the Audubon Center of the North Woods, Lowry Lodge.

**Only a few seats remain!**  
**Registration deadline has been extended to April 22, 2019.**

**Register Today!**

Contact Sharon Strouse [sharonstrouse@gmail.com](mailto:sharonstrouse@gmail.com) for registration information, overnight accommodations at the Center and questions. The Center is 5 miles from Interstate-35, with hotel accommodations available.

Scholarships are available for attendees registered from East Central Minnesota (Chisago, Isanti, Kanabec, Mille Lacs, and Pine counties). Those inquiries can be made to [penny.simonsen@ecrdc.org](mailto:penny.simonsen@ecrdc.org).

## Bringing the World to America and Our Nation's Byways at IPW

Get your byway/byway collection story in front of tour operators who send visitors to the USA by joining NSBF at the largest international trade show in the USA, IPW .

IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. IPW 2019 will be held in Anaheim, CA from June 1-5. More than 1,000 U.S. travel organizations and 1,300 international and domestic buyers (from more than 70 countries) will conduct business resulting in future Visit USA travel.



The NSB Foundation has purchased a booth at IPW on "Federal Row," exhibiting alongside the National Park Service, AIAN/A/BIA, America's Great Outdoors, National Parks Promotion Council, Department of State, and other national agencies and organizations. The NSBF is able to purchase a booth that will represent all byways, including America's Byways and state scenic byways. The cost to attend IPW on your own would be well in excess of \$7,500, for just one person! Byways, and collections of byways, who buy into the NSBF's IPW effort will receive highlighted recognition during appointments at the show. During IPW 2019, the NSBF booth will hold up to 40 face-to-face appointments over a three day period with international tour operators. Tourism trends show that visitors are actively working to find

"authentic America" experiences which ties in perfectly with what scenic byways have to offer.

Tour operators that we meet with will be directed to the [ComeCloserToAmerica.com](http://ComeCloserToAmerica.com) website where they'll find a link to [NSBF](http://NSBF) and information about Sponsor Byways and state collections supporting our IPW effort.

For more information or to become a sponsor, contact NSBF Board Member, Stacy Brown at (318) 222-9391, [sbrown@sbctb.org](mailto:sbrown@sbctb.org) or email the NSBF at [info@nsbfoundation.com](mailto:info@nsbfoundation.com).

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## Social Media Tips: Niche Travel Markets - Motorcycle Tourism

Since the spring NSBF webinar was about motorcycle tourism, we thought we'd remind everyone that you can connect with this market online, as well as offline. For example...

- Follow the [American Motorcyclist Association Facebook Page](#)
- Listen to the [Adventure Rider Radio podcast](#)
- Follow [RoadRUNNER Motorcycle Touring & Travel Magazine](#) on [Twitter](#) and [Facebook](#)
- Pick up tips and learn about motorcyclist travel needs on [EagleRider Motorcycle Rental and Touring Company's blog](#)
- See what sort of terrain and photos are appealing to motorcycle travelers by following a [few biker Instagram accounts](#)

As with any niche travel market, figure out where they are online and what sort of content appeals to them there, then show up and engage!

Social Media Tips from Sheila Scarborough and Leslie McLellan with [Tourism Currents](#).



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## Become a Member

The mission of the National Scenic Byway Foundation is to empower, strengthen, and help sustain byways.

When you join our growing membership, we're able to amplify our impact with decision-makers, funders, and partners. Your membership directly funds the resources and training we offer to byway leaders across the country, and helps empower our cause to our

### NSBF Member Benefits:

- The National Scenic Byway Foundation advocates on behalf of byways and byway programs.
- Email newsletter and inclusion in our digital communications.
- Listing in membership directory on website.
- Invites and early notices to participate in NSBF sponsored educational opportunities.
- Access to digital byway resources available at [www.nsbfoundation.com](http://www.nsbfoundation.com).

partners. **Read more about the membership benefits.**



Another benefit of membership: viewing past webinars. Check out the April Webinar, Ready to Ride? Bringing Recreational Motorcyclists to your Byway. Members can view this webinar at their leisure by **logging onto the website** and then **following this link**.

**Enjoy the Benefits of Membership - Join Today!**

Know the joys of exchanging ideas with like-minded Byway communities.

Join the National Scenic Byway Foundation. Gain a voice, access tools and training, and spread your Byway message.

Visit our website and learn more about membership benefits: [www.nsbfoundation.com](http://www.nsbfoundation.com)

Connect with us

[info@nsbfoundation.com](mailto:info@nsbfoundation.com)

