Attracting Bicyclists to your Byway

There is no doubt that bicycling is taking hold around the country, both as a recreational activity and a healthy, low-cost mode of daily transportation. Many Scenic Byways around the country are providing information just for bicyclists. And what a perfect fit! Biking allows visitors to slowly travel along the Byway and stop for beautiful views, cultural landmarks, and to purchase food and gifts.

We suggest that Byway leaders talk with their state's Department of Transportation (DOT) about which Byways are appropriate for adding bicycles to the transportation mix. Some byways aren't wide enough, have blind curves, have too much other traffic, or have no protection from steep drop-offs. It's important to consider these issues and develop appropriate systems that ensure the safety of all Byway users (such as signage that informs everyone which vehicles are sharing the road).

Here are a few inspiring ideas that Byways around the country have advertised to bicyclists:

- **Create a map and website that highlights biking opportunities.** You might be able to share resources/staff time between byways to create something bigger and better than if you did it alone. Check out Biking the Scenic Byways of the Adirondack North Country for an example of an interactive, online map that allows visitors to prepare for their trip before leaving home (and there is a printable version as well).

- **Create videos and encourage photo sharing.** Videos are great for advertising and can be shared on social media, as well as in emails and your website. Videos help inspire visitors and show them the special features of your Byway. The Visit Bend, OR website encourages visitors to share their own photos on the website, which is a great way to promote your Byway and website.

- **Encourage people to bike, even if they forgot their bike at home.** The Paul Bunyan Scenic Byway encourages visitors to bike the Byway by listing bike rental companies.
Watch a video of three friends enjoying the "Sisters to Smith Rock" Scenic Bikeway in Oregon.

Have an idea for an article? Send us an email with your idea or article (under 1,000 words), at info@nsbfoundation.com.

May Webinar - Bike Tourism and Your Scenic Byway

Join us on Thursday, May 31, at 4 pm (EST) to talk with Russ Roca from The Path Less Pedaled about bike tourism and what's important for your Scenic Byway. More information to follow.

Russ Roca with The Path Less Pedaled.

Learn more about The Path Less Pedaled.

Byway Leader Training Across the Nation
Byway Leader Training (BLT), designed for emerging and current byway leaders, is sponsored by the National Scenic Byway Foundation. Each 2-day pre-conference workshop is associated with a Byway Conference Event. Cost is $50 including meals and materials.

- April 17-18, 2018 in Kearney, NE along the Lincoln Highway (Registration is closed)
- June 4-5, 2018 near Schenectady, NY along the Mohawk Towpath Scenic Byway
- Aug 21-22, 2018 in Richmond, IN along the Historic National Road

The deadline for New York is April 24 and Indiana is July 10. Contact Sharon Strouse, sharonstrouse@gmail.com or call 330-231-3468 for the registration application, 2-day itinerary and curriculum outline.

Storytelling Summit on the Mohawk Towpath Byway

If you’re attending the Byway Leader Training (see above) on June 4 and 5, you may want to stick around Schenectady, NY for the Storytelling Summit on the Mohawk Towpath Byway.

This all day event will include four fast-paced panel discussions on how to put together and deliver a compelling byway story. Start the day with natural resources, folklore, interpretation, your audiences, and wrap up with modern storytelling techniques using social media. Registration includes a light breakfast, buffet lunch and materials for just $30.

Register today! Wednesday, June 6, 2018 from 9 am to 5 pm at the Mabee Farm Historic Site.
360 Photos Immerse Virtual Visitors in your Scenic Byway!

How can you immerse people into your Scenic Byway before they even visit? With 360 degree photos that place them "in the middle" of their surroundings. 360 photos are easy to take for Facebook, using just a smartphone.

- Open your phone’s camera and look for the Panorama setting, or open the Facebook app on your phone and scroll for the "360 Photo" option.
- Make sure your camera lens is wiped clean, then firmly hold the phone vertically and rotate yourself from left to right (or right to left,) to capture everything around you from one side to the other.
- The resulting photo will go into the photo gallery on your phone, but will have a little symbol on it, like a globe, that indicates it is panoramic. On Facebook, it will post with a helpful note on it to "Tilt or drag to look around" so viewers will know to use a finger or mouse to scroll the photo back and forth.

Go here to learn more about 360 photos on Facebook for your byway, or any destination. Watch a short video by clicking the image below.

What it looks like to take a photo using Facebook’s 360 photo option.

Tip brought to you by Tourism Currents - www.tourismcurrents.com
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

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