



December 2018

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## Encouraging Visitors to Your Byway this Winter



Whether your Scenic Byway is located in a snow climate (amazing winter photo opportunities perfect for Instagram) or somewhere much warmer, you can attract visitors during the winter months.

While summer may seem like the busiest time for road trippers to Scenic Byways, this isn't always the case. In fact, many Byways see an increase in visitors during

the winter months as families plan holiday detours to enjoy the cultural, historic, or natural beauty along a Byway.

If your Byway would like to encourage more visitors this winter, start by sharing some travel tips, sites that are optimal for winter viewing, and unique stops along the way with potential visitors. Here are some ideas to get you started:

- Solo visitors may have specific concerns when traveling during the winter. Share [Solo Travel World's article about winter travel](#) to help ease their concerns and get them on the road.
- All travelers will benefit from some winter-travel safety reminders. [AAA has some great tips.](#)
- Think about what makes your Byway unique visually. Are there any vistas or lookouts that are great in the wintertime? Is there a mountain range that is beautiful covered in snow? A frozen lake? Encourage visitors to share their photos on social media.
- Bird watchers often travel in the winter to find birds to check off their list. [Highlight the birds that migrate along your Byway.](#)
- Is there a coffee shop with amazing hot chocolate along your Byway? How about a diner with hearty, warm meals? Share these local gems with your visitors.
- There may be cultural activities or celebrations along your Byway, that you can encourage visitors to experience.

Thinking through the reasons that make your Byway special during the winter can be a great way to increase new visitors and provide repeat visitors with a new perspective on a familiar drive.

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# Cascade Lakes National Scenic Byway

The 20th Anniversary Celebration for **Cascade Lakes National Scenic Byway** took place on a beautiful fall day this past October.

Organizers thanked Scenic Byways Partners for their past and ongoing support, which has created community support for Scenic Byway enhancement projects over the last 20 years. These include well-designed outdoor learning spaces, interpretation of the area's cultural and natural history, conservation advocacy, and storytelling as a powerful planning tool for the entire Scenic Byway.

During the celebration, visitors gathered together at the new Cascade Lakes Welcome Station located just outside of Bend, Oregon in the **Deschutes National Forest**. Forest Supervisor John Allen described how grants from the National Scenic Byways Program made it possible for Bend and Central Oregon to reap economic benefits locally, and helped create awareness of the area's cultural and natural resources. The Cascade Lakes Scenic Byway has also hosted cultural tourism events and open houses inviting public opinion on enhancements.

In thanking the Scenic Byway Partners, Forest Scenic Byways Leader Robin Gyorgyalvy asked for their continued support for the next 20 years!

Have an idea for an article? Please send your 1,000 word (or less) article and photos to [info@nsbfoundation.com](mailto:info@nsbfoundation.com).



*Mountains, streams and lakes are common sights along the Cascade Lakes National Scenic Byway.*



## Social Media Tips: Google's My Business

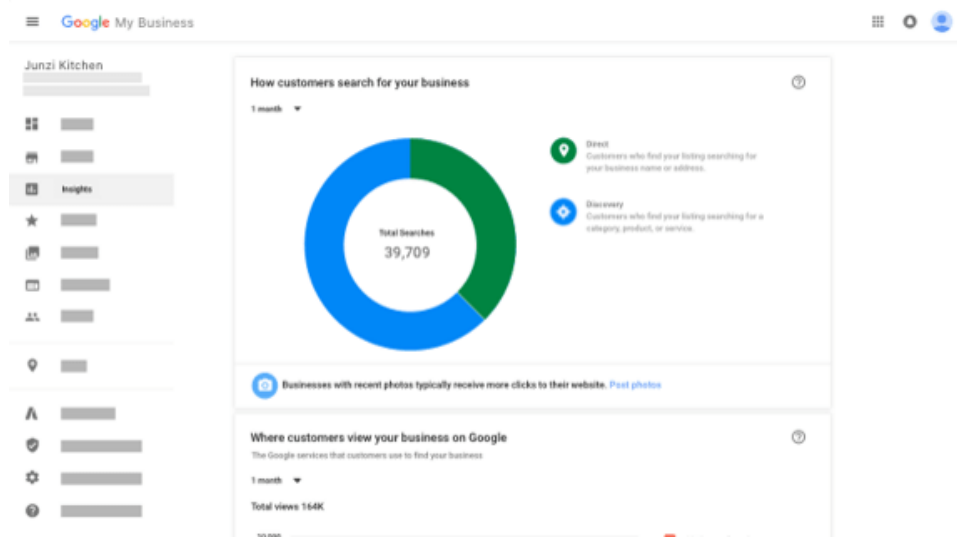
If your Byway partners want visitors to find them online and in Google Maps, one of the most powerful ways to do that is to claim their business, attraction, or hotel on **Google My Business** and fill out the profile completely.

Google continues to add features, so take advantage of uploading photos, indicating if it's a woman- or veteran-owned business, posting regularly about offers or events (which you can do from the new Google My Business app), and responding to reviews and messages. Plus, it is free.

Go here to start: [www.google.com/business](http://www.google.com/business)

*An example of  
the analytics*

that you can access using Google's My Business.



## Act Today to Re-start the National Scenic Byways Program

The U.S. House of Representatives Transportation and Infrastructure Committee September 27 unanimously approved **H.R. 5158** – which directs the Secretary of Transportation to reopen the nomination process for National Scenic Byways and All-American Roads.

The bill – introduced by U.S. Representatives David Cicilline (D-RI) and Ted Poe (R-TX) – was revised through an amendment offered by U.S. Representative Sam Graves (R-MO), who chairs the powerful Highways and Transit Subcommittee.

Scenic America and the National Scenic Byway Foundation have been working hard to advocate for this bill. **By contacting your Representative today you will help bring this goal one step closer to reality.**

**Take action today in support of Scenic Byways!**

Scenic byways have been shown to generate millions of dollars in economic activity for the communities they traverse. They also add to our national character by telling the stories of how our country developed. A recent survey found that 44 state scenic byways across the country are prepared to seek designation as National Scenic Byways.

It's critical that we get this important program restarted so these local communities can benefit from this special federal designation.

## 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 trainings we offer to

## Benefits for every member:

- 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

byway leaders across the country, and helps empower our cause to our partners.

[www.nsbfoundation.com](http://www.nsbfoundation.com).

[Become a Member Today!](#)

[Read more about the membership benefits.](#)

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

Connect with us

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

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



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