



May 2018

Using humor to educate

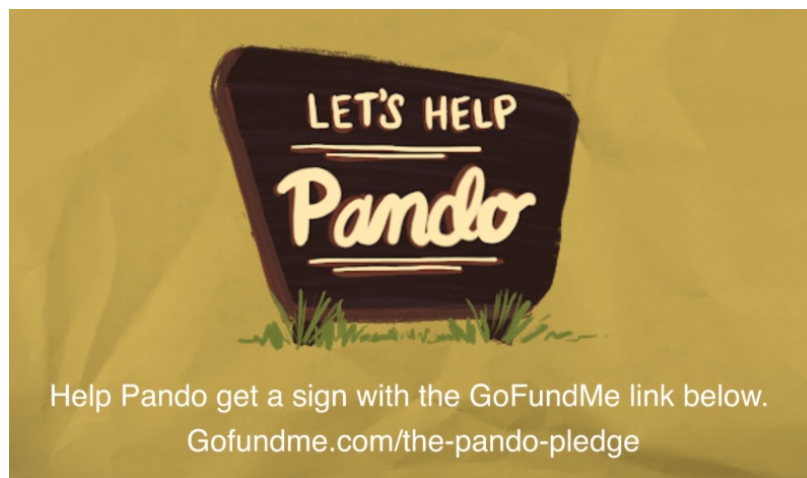
We love seeing unique ideas that help educate Scenic Byway visitors, so we were intrigued by the humorous collaboration between the US Forest Service and comedian Bradley Einstein.

Bradley reached out to the Fishlake National Forest in Utah after hearing about the Pando Aspen Clone but wasn't able to find information online to guide visitors. This was particularly of concern with recent media articles and social media attention. The Pando Clone is a natural phenomenon found along the Fish Lake Scenic Byway.

So an out-of-the box video was produced in conjunction with a [GoFundMe campaign](#) to raise funds for directional/interpretation signs, as well as conservation and research projects.

[Watch the video](#) or an [alternate video](#) just showing the beauty of the Pando Aspen Clone.

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



Webinar: Bicycle Tourism on Byways

Bicycle Tourism is a growing niche in the active travel market. In this webinar you will get a broad overview of what bicycle tourism is, who participates in it, as well as the economic impact that bicycles can have on small communities. **Read the flyer** for more information.

Join us on Thursday, May 31, 2018 from 4:00-5:00 PM (EDT).

- **Non-Members register online here** for \$30
- **Members need to log in**, to get free access to the webinar. Then click "Upcoming Webinar" in order to register. Once logged in, members may also access recordings from previous webinars any time at "Webinars" under the Training tab.

National SCENIC BYWAY Foundation WEBINAR SERIES

EVENT DATE & TIME: "BICYCLE TOURISM ON BYWAYS"
May 31, 2018
4:00 PM (EST)

LOCATION: GoToWebinar
Learn Online!

COST: NSBF Members Free
\$30 Non NSBF Members

SPONSORS: Tourism Currents

NSBF CONTACT INFO: Co-Executive Directors
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Bicycle Tourism is a growing niche in the active travel market. In this webinar you will get a broad overview of what bicycle tourism is, who participates in it, as well as the economic impact that bicycles can have on small communities.

Russ Roca is co-owner of The Path Less Paved - a bike travel blog turned business. Since 2009, The Path Less Paved has focused on the ways in which cycling can positively impact small and rural communities.

The Path Less Paved has partnered with community leaders and tourism agencies across the U.S. to work through the challenge of marketing a destination to a bicycling audience.

IN THIS SESSION, WE WILL COVER:

- Examples of successful bicycle tourism products & destinations from both the U.S. & abroad
- How bicycling can work on an existing Scenic Byway
- How to reframe a Byway to make sure that it appeals to cyclists.
- Identify the specific needs of the cycling tourist
- How to effectively reach out and attract cyclists

Non-Members can register online at: http://bit.ly/MayNSBF_members
Members need to log in at: <http://www.nsbffoundation.com/index.php/login>
then click "Upcoming Webinars" in order to register.
Once logged in, members may also access recordings from previous webinars any time at "Webinars" under the Training tab.

Questions?

Sally Pierce
303.355.4460
info@nsbfoundation.com

Byway Leader Training: 2 more events

Make plans to attend a Byway Leader Training (BLT) workshop. June 4-5 in Schenectady, NY or August 21-22 in Richmond, IN.

Contact sharonstrouse@gmail.com for information and application.

The BLT workshop held on April 17-18 before the Heartland Byway Conference/Great Plains Symposium in Nebraska was a resounding success with six states - 19 byway leaders - taking part in 12 hours of learning from four knowledgeable instructors.

The broad base of participants came from the ranks of state and national byways, state DOT and Division of Tourism Byway coordinators, DOT district offices, RC&D districts and volunteers. The BLT workshop was a total bargain (only \$50)! Participant feedback has been excellent. The spirit of the responses is reflected in the statement:

"This training was a real eye-opener as to the untapped potential of our Byways nationwide!"

- Robert Mortensen, Western Skies Scenic Byway, Iowa



Contact sharonstrouse@gmail.com for information and application for the two remaining trainings:

- **June 4-5** in Schenectady, NY (RSVP by May 15)
- **August 21-22** in Richmond, IN (RSVP by July 10)

Social media tips: #Hashtags

If you want people to know your preferred scenic byway hashtag and for them to start using it to increase byway visibility online, then it needs to be obvious and find-able.

Include the hashtag in your own social media account bios, tell your byway partners about it, have signage posted in key areas, AND you should be using it yourself.

You can see who is using the hashtag (and you should interact/share when they do!) by following it on Instagram and Twitter, the two social platforms where hashtags really matter.

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

How to follow a hashtag?

- [on Instagram](#)

How to follow a hashtag on Twitter:

- set up a column for it in dashboards like TweetDeck or Hootsuite
- or [use the Twitter search engine](#)

What is a hashtag and how do you use them?

- [Learn more of the basics.](#)

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

Connect with us

info@nsbfoundation.com

