



November 2018

Digital Detox on a Scenic Byway



Have you heard of "unplugged" or "digital detox" travel? It's a recent trend in the travel industry where travelers want to escape from the constant digital connections that are part of their lives. Some hotels and travel destinations are highlighting the lack of wifi or even rewarding visitors for spending time away from their phone.

With so many digital distractions, Scenic Byways can tap into this emerging trend by showcasing the ways that visitors can disconnect from the digital world and reconnect to the physical one. Highlighting an "escape from the digital world" on social media or website might seem counter-intuitive, but you might attract a new type of visitor.

Want to learn more about digital detox vacations? [Travel Weekly](#), [NPR](#), [Verdict](#), and [eHotelier](#) wrote articles on this topic.

A New Post: Collaboration on the Mohawk Towpath Byway

Actually there are four new posts just off the [Mohawk Towpath Byway](#) within the [Vischer Ferry Nature and Historic Preserve](#). They mark spots on the new birding trail added to a self guided tour of features along the Byway. This is a joint project, long in planning, between the [Audubon Society of the Capital Region](#) and the Friends of the Mohawk Towpath Byway.

“The Vischer Ferry Preserve was named an Important Bird Area in 1997 by Audubon New York and Bird Life International,” explains John Loz. “This partnership



between the birding community and the Byway community is most significant.”

The tour points out four different habitats within the preserve, each having different types of bird species. These habitats are described as open water habitat (in the background of the photo); cattail marsh; river and river edge habitat; and forest and shrub habitat.

John Loz and Eric Hamilton install an IBA sign to the introductory stop on the Birding Trail in the Vischer Ferry Preserve. Photo by Maryanne Mackey.

“It is partnerships like this that broaden the appeal of the Mohawk Towpath Byway to local, regional, and international visitors. It is yet another story to add to the overall Byway experience,” adds Eric Hamilton.

Here's how it works: Stop at the the main entrance to the Preserve (located at the intersection of Riverview Road and Van Vranken Road in Clifton Park). Scan the QR code posted on the wooden kiosk with the area map or key in 518-649-9990 and listen to the narrative for stop 4. Then walk over the historic Whipple truss that bridges the 1842 enlarged Erie Canal and look for stop 31 on the right (pictured above).

Get out and enjoy the fall colors and the bird migration along the eastern flyway!

Social Media Tips: Using Keywords

In the **Foundation webinar** earlier this month, about delivering quality byway visitor experiences, Stacy Brown with **Louisiana's Boom or Bust Byway** reminded everyone that the words in your online content - called keywords - matter a lot in helping people find you. It's called SEO (Search Engine Optimization).

We call it, "giving people what they're Googling for, in the words THEY are using to search for it."

Remember, as a Byway enthusiast, YOU may use the phrase "scenic byway," but visitors are less likely to know about or use it, so your online content also needs to include popular search keywords like "road trip ideas," "backroads," "scenic drives," and even very specific niche travel phrases like "RV destinations" and "motorcycle rides."

Use the Google Chrome browser to type in different keyword options - it will show you related keywords and search phrases that people are actually using.

Here is a **good start to learning SEO**.



Act Today to Support the National Scenic Byways Program

Huge news! The House Committee on Transportation and Infrastructure unanimously moved H.R. 5158, a bill to restart the National Scenic Byways Program, on to the full House!

Scenic Byways both protect America's scenic and historic places and contribute to strong local economies. A recent survey found that 44 state Scenic Byways in 24 states are prepared to seek designation as National Scenic Byways!

This bill came out of the bipartisan America the Beautiful Caucus, which consists of Members of Congress who care about our country's visual environment and want to take action in support of our scenic landscapes. The more members in the Caucus the more influential it will be, so ask your Representative to join today!

Take action today in support of Scenic Byways and the Caucus by contacting your U.S. Representative!

Donate

Giving Tuesday: November 27, 2018

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

You can donate to the NSBF each time you make purchases through Amazon.

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. Having you in the membership informs

Benefits for every member:

- The National Scenic Byway Foundation advocates on behalf of byways and byway programs.
- Email newsletter and inclusion in our Constant Contact communications.
- Listing in membership directory on website.
- Invites and early notices to participate in NSBF sponsored educational opportunities.

our goals and message with those partners. Your membership directly funds the resources and trainings we offer to byway leaders across the country.

- Access to dozens of digital byway resources available at www.nsbfoundation.com.

Read more about the membership benefits.

Become a Member 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

Connect with us

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