



October 2018

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## New Data on Outdoor Recreation

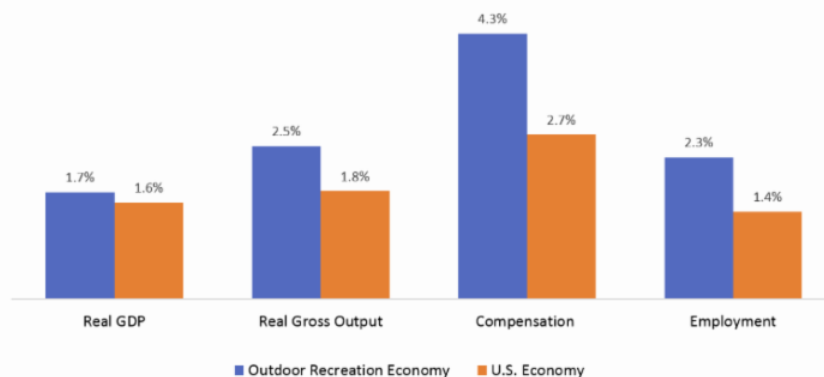
One of the challenges of calling for investments in the travel and tourism sector is that it can be difficult to document the impact of the various segments on the economy. Outdoor recreation is certainly a key and growing component of the travel & tourism sector.

The Department of Commerce's Bureau of Economic Analysis (BEA) released a new measurement called the **Outdoor Recreation Satellite Account** (ORSA). It finds that the outdoor recreation industry had a U.S. GDP contribution of 2.2 percent (\$412 billion) of GDP in 2016. The report also found that the outdoor recreation economy grew at 1.7 percent in 2016, faster than the overall growth for the U.S. economy.

Recognizing the importance of this growing tourism segment, in November 2016, Congress approved legislation, **The Outdoor Recreation Jobs and Economic Impact Act**, which was championed by STS, that directed the federal government to measure the outdoor recreation economy with the same tools used to chart other industries and the economy as a whole. Funded by the Departments of Interior, Agriculture, and Commerce, the outdoor recreation account is the latest addition in a series of satellite accounts complementing BEA's statistics. These satellite accounts do not change BEA's official statistics, including GDP. They provide greater detail and allow closer analysis of a specific area of the economy by extracting information embedded in the official economic statistics.

While the data is national in scope, the economic impact data will prove valuable to local tourism marketers for planning and targeting, and an essential tool for tourism advocates to demonstrate to policymakers that tourism is serious business.

Growth in Outdoor Recreation Compared to Growth in the U.S. Economy, 2015-2016



## Join us for our Next Educational Webinar November 1

Register Today!

Motivate visitors to come back for more! Learn to develop and deliver unique and distinctive byway visitor experiences. The key to success is to have both the business sector and the destinations ready to ensure quality, memorable experiences.

Join us Thursday, November 1, 2018 at 4 p.m. (EST) to learn how to ensure a positive, quality visitor experience on your byway.

Your presenters and facilitators are Louisiana and New York Scenic Byway Directors - Stacy Brown and Janet Kennedy, respectively. These Scenic Byway Leaders will share their 20+ years of experience and tips that will help make your byway a special destination.

**This webinar is free to NSBF members.** Non-members will be invoiced \$30 for participation following the webinar. If you enjoy the webinar, we invite you to join the Foundation. All webinars are free to members. Individual memberships start at only \$50. No travel required - **all events are online with GoToWebinar.**

A session recording will be available for those who register, including anyone who can't attend the live event.

## DELIVERING QUALITY VISITOR EXPERIENCES

With Stacy Brown and Janet Kennedy  
November 1, 2018 at 4:00 EST



Stacy Brown



Janet Kennedy

### About Stacy Brown, CDME

Stacy has served as president of the Shreveport-Bossier Convention and Tourist Bureau for 18 years and has more than 30 years of experience in the travel and tourism industry. Under her leadership, the CVB achieved Destination Marketing Accreditation Program (DMAP) certification from Destinations International.

### About Janet Kennedy

Janet has a broad range of experience in both the public and private sectors in site planning, recreation management, plus transportation and regional planning. Since 1996, she has focused on planning and economic revitalization for New York communities through the National Scenic Byway program. Her work received national recognition, earning the prestigious AASHTO award for "Best Practices" in community planning and implementation.

Keep up with the latest scenic byways knowledge and trends through our 2018-2019 educational webinar series; quality online learning brought to you by the NSBF (National Scenic Byway Foundation) and its official online training partner, Tourism Currents.

## Midwest Byway Conference and Byway Leader Training Success Stories

The National Scenic Byway Foundation (NSBF) completed a very successful year with three Byway Leader Training (BLT) workshops in three parts of the US. These Byway Leader Training sessions functioned as 2-day, 12-20 hour workshops during the pre-conference portion of three byway conferences. The presenters



The third Byway Leader Training held in Richmond, IN (above).

were seasoned and experienced NSBF board members and byway leaders.

Our first workshop in April 2018 in Kearney, Nebraska was linked to the Heartland Byway/Great Plains conference. The second was held in June in Schenectady, NY prior to the Storytelling Summit hosted by the Mohawk Towpath Scenic Byway. The third BLT workshop preceded the Midwest Byway Conference in Richmond, Indiana in August. **Forty byway leaders completed the program.** We have a number of these leaders now serving on various NSBF Committees to make our programming and outreach better than ever. They provide new talents, new ideas and help us with our educational goals. NSBF will be more effective with them to help NSBF network and reach our byway leaders along the nation's 1,000 plus state byways.

We plan to offer Byway Leader Trainings in 2019. If you have interest to host a training, please contact us at [www.nsbfoundation.com](http://www.nsbfoundation.com) or Chris Sieverdes at [csieverdes@gmail.com](mailto:csieverdes@gmail.com).

Speaking of success, we also had a most fruitful and informative Midwest Byway Conference, hosted by the Ohio and Indiana Byways in Richmond, Indiana on August 22-24, 2018. **We had 82 participants from 15 states represented at the 3-day conference.**

The speakers were exceptional. Sheila Scarborough of Tourism Currents fame provided stirring Kick-off and Closing keynote addresses. Mark Falzone, Executive Director of Scenic America, led Listening Sessions and a panel about restarting the FHWA National Scenic Byway program with NSBF and Scenic America working together. Eight of the NSBF Board members led other panels. In the middle of the conference we engaged in a dramatic mobile workshop with interpreters to the Land of Cross-Tipped Churches Scenic Byway in Ohio. We visited a catholic shrine and church steeples sticking up as the highest points in the flat agricultural landscape.



Photos from the Midwest Byway Conference (above); more photos are posted to the NSBF Facebook page.

## Thank you!

Chris Sieverdes, Chair,  
Education Committee  
Chair, Midwest Byway  
Conference Committee

With tremendous support  
from Sharon Strouse and  
the Midwest Byway  
Conference Committee  
Members

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**Act Today to Support the National Scenic Byways Program**

**Take Action Today!**

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!**



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)

