



September 2018

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## Fall on a Scenic Byway

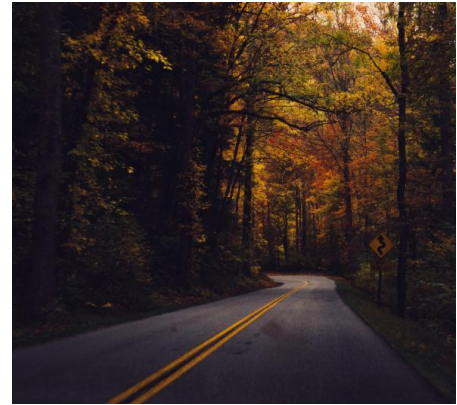
Fall marks a shift on scenic byways, with many of the summer crowds thinning out with school back in session. However, you might be experiencing more weekend visitors, leaf-peepers, or retirees. How can you encourage fall (and winter) visitors to your byway?

First, think about what fall activities or attractions will excite your fall visitors. These might be very different than your summer offerings. In fact, you might want to highlight only those activities that will appeal to retirees (for example) to increase that type of visitor.

Next, spend some time updating your website and print materials. After the summer rush, fall is a great time to update and refresh your photos (with fall photos), content/text, and businesses/organizations with whom you partner.

Finally, consider a way to interact with your visitors, such as a photo contest (to showcase on your website, social media, or at a local diner) or an "Instameet" (see the article below for more information). This can be a fun way to connect with visitors when there are fewer crowds.

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## 11/1/18 Webinar "Delivering Quality Byway Visitor Experiences"

"Save the date" for the next NSBF webinar on Thursday, November 1, at 4 p.m. (EDT). The topic is "Delivering Quality Byway Visitor Experiences," with speakers Stacy Brown, President of the Shreveport-Bossier City, Louisiana Convention and Tourist Bureau, and Janet Kennedy, Executive Director of New York State's Lakes to Locks Passage.

Stay tuned for more information. Free for members; \$30 for non-members.



## Barn Quilt Tours

Hundreds of barns around the country are colorfully adorned with quilt patterns. Often making up a larger trail of quilt blocks, these pieces of art highlight the craft of quilting, as well as the rural nature of the United States. Each quilt block trail is unique, some self guided and others have formalized access. Highlighting certain types of quilts or barns helps to preserve and honor the area.



Barn quilt tours often overlap with scenic byways and can serve as a draw for visitors to explore your area. Here are some resources to learn more about barn quilts, find one near your byway, and gather ideas to advertise these unique cultural features.

- [11 Barn Quilt Trails to Explore](#) - Midwest Living
- [US Interactive Barn Quilt Map](#) - Barn Quilt Info
- [The Byway The Quiltway Event](#) - Nebraska Outlaw Trail, Highway 12 Scenic Byway
- [Barn Quilts Google Map](#) - Barn Quilts of Sac County, Iowa
- [Plumas County Barn Quilt Trail](#) - Sierra Nevada Geotourism
- [Patchwork on the Plains, Nebraska's Barn Quilt Culture Documentary](#) - NET Nebraska
- [Pieced Together Documentary](#)

## Research on American Travelers

Do you have questions about how Americans travel? How they use websites, social media, and printed materials to plan and experience their travels?

A new report, [The State of the American](#)

**Traveler™** by Destination Analysts delves into this data, allowing you to extrapolate details about the types of travelers who you know visit your scenic byway. The report provides descriptive data looking at how different generations act, think, and plan their leisure travels. New information looks at Generation Z (born from the mid-1990s to the early 2000s, they make up 25% of the U.S. population, which is a larger segment than the Baby Boomers or Millennials), international travelers, National Parks travelers, family travelers, and more.



There are also **three webinars** (free) that you can access for a deeper dive into the report findings. A fourth webinar will be added in November 2018.

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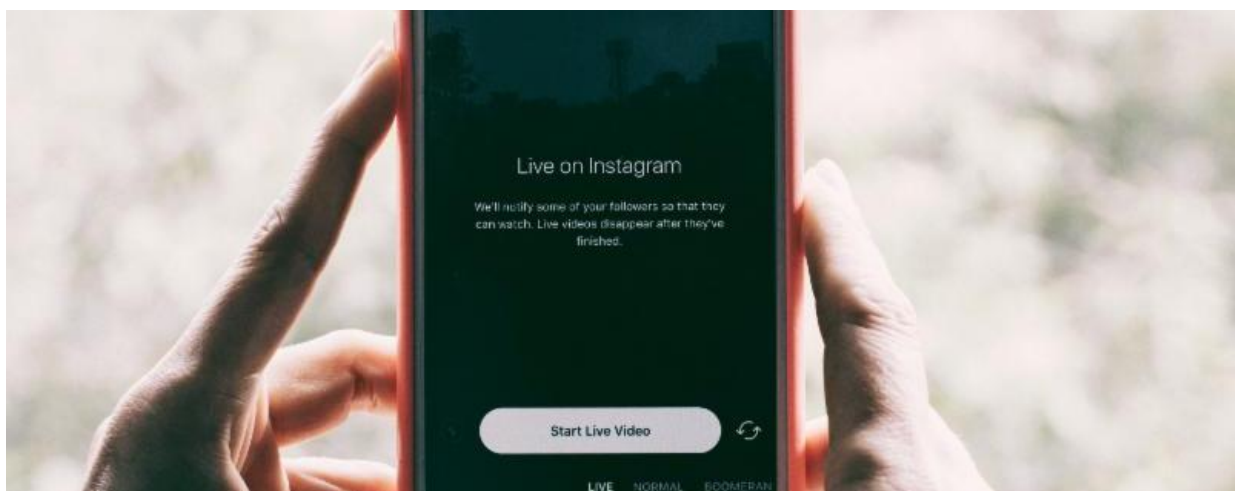
## Social Media Tips: Using Instagram to build relationships

One way to build relationships with your local and regional people who are active on Instagram (and who may not know about your Byway) is to host an "Instameet" photo walk event for them. It is an opportunity to highlight the most scenic and interesting parts of your Byway to Instagram enthusiasts who are likely to share their photos (and information about your Byway) on social media.

Plan for at least an hour, maybe two, and schedule it in the morning or late afternoon for best lighting. You can draw up a simple contract asking participants to let you use their photos in your marketing materials, with attribution to the photographer of course. For even more fun, why not partner with a local classic car club to drive your Instagrammers from one place to another in their classic cars? What a unique Byway experience!

Want to learn more about Instagram, **check out this introductory information.**

Tip brought to you by Tourism Currents - [www.tourismcurrents.com](http://www.tourismcurrents.com)



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

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



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