

Just a reminder that you're receiving this email because you have expressed an interest in National Scenic Byway Foundation. Don't forget to add info@nsbfoundation.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



September 2017 Issue

Gold Belt Scenic Highway Highlighted

Byways offer many different intrinsic qualities to entice, entertain, and educate visitors. Intrinsic qualities include scenic, historic, cultural, natural, recreational and archaeological attributes that are part of the visitor experience. Byway visitors have many interests that lead them to visit a byway. When they visit, they regularly find even more things that pique their interests.

The Gold Belt Scenic Byway was recently featured, along with several other Colorado byways, by [Out There Colorado](#). This is a great example of a reporter/blogger sharing a variety of interests along a Byway as a way to increase visitors. This Byway's intrinsic qualities include scenic and historic, as well as experiential opportunities for back-road driving. The Colorado Gold Boom is an important part of its history. The route requires an off-road vehicle (and that is part of the pleasure for visitors since it means fewer travelers). You can learn more about the Byway, including a driving guide at [Colorado.com](#).



Gold Belt Scenic Byway is only a dirt road in some places; which is an attraction for visitors.

Julia Palomino, Communications Coordinator for Colorado Springs Convention and Visitors Bureau submitted the idea for this article. Want to highlight your Scenic Byway? Send us an email at info@nsbfoundation.com.

New Scenic Byway in Wisconsin

The Wisconsin Department of Transportation (WisDOT) [designated the state's fifth scenic byway](#) at the end of August. The Nicolet-Wolf River Scenic Byway honors two nationally-recognized resources the Chequamegon Nicolet National Forest and a National Scenic River, the Wolf River. The new Byway takes travelers along a "figure 8" route, allowing visitors to experience new views on their

return trip.

This 145-mile Byway allows visitors access to a range of recreational opportunities including multi-use trails, water access, and an amazing diversity of birds, wildlife, fish and wild edibles in the Chequamegon Nicolet National Forest. The Byway also provides access to numerous cultural experiences, including Native American pow wows, Polish Heritage Days, Kentuck Day, and Art in the Square.

To learn more about this new Scenic Byway visit www.nicolet-wolfriver-scenicbyway.com. (Check out the interactive visitor map while you're there!)



Kayaking on a river near the new Nicolet-Wolf River Scenic Byway (courtesy of www.Nicolet-wolfriver-scenicbyway.com)

Back to school?

For some scenic byway visitors, fall means the return of full weeks filled with school work. For others now is the perfect time to visit favorite Scenic Byways without the summer crowds. However, you can continue to maintain interest in your Byway through the fall by targeting the right group(s) for your area.

Back to school crowd:

1. **Weekend getaways:** A quick visit to a local orchard along a Byway can be a nice break at the start of the school year.
2. **Make it educational:** There are many educational exhibits, presentations, and museums along our Byways. Make a weekend trip educational!
3. **More information:** [Check out this article](#) about weekend trips for families.

Looking for fewer crowds:

1. **Weekday getaways:** Now that school is back in session, visitors without kids often hit the roads. The weather is still warm but crowds are diminished.
2. **Time for fall color:** Especially in the northeast, fall foliage is a beautiful reason to take a drive.
3. **More information:** [Check out this article](#) for recommended drives in New Hampshire to see the fall foliage.



Aerial view of a forest full of fall foliage shows the beauty of autumn travel.

Fast facts!

Save time marketing on social media

Want to save yourself time and effort in marketing your Scenic Byway or Heritage Highway on social media? Share what others say about you with your social media account followers! It is content that you do not have to create, and online word-of-mouth testimonials - especially photos - are public and powerful.

At online travel media conferences, bloggers tell us that they wish more destinations, attractions, and hotels would share the blog posts they write, the photos and videos they post, and the tweets they send out. They're basically doing the destination's marketing FOR them.

You'd frame and post a print magazine article on your wall so your customers will see it, right? Share online content on social media, too, so your followers will see it. Let others be your Byway online champions.



From the Royal Gorge on the Arkansas River to the gold fields of Cripple Creek, this 131-mile circuit is mostly on dirt roads. Photo Credit: @colonialbeasts (Instagram)

By the numbers!

According to [Entrepreneur Magazine](#), the tourism industry has been substantially changed because of social media. For example:

- Over **97%** of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests.
- When Twitter users contact a brand, **more than half** expect a response.
- When booking travel, **89%** of millennials plan travel activities based on content posted by their peers online.

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.

Please visit our website and learn more: www.nsbfoundation.com

National Scenic Byway Foundation | info@nsbfoundation.com | nsbfoundation.com

STAY CONNECTED:

