

# Traveler Amenities

## Enhancing the Visitor Experience



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Amenities include any type of traveler service that will enhance the traveler's experience. This may include, but is not limited to:

- Food
- Gas/Fuel Stations
- Lodging
- Shopping
- Places to Rest
- Welcome Centers/Information Centers
- Restrooms
- Wifi Access.

If your route is lacking in any of these or if there are large gaps along the route, say without restrooms, leadership should help identify potential locations and ways to encourage development of the necessary amenity.

### RV Parking, Pet Walks and Parks, Picnic and Play Areas

Depending on the travelers to your byway, the amenities they are looking for will differ. If they travel in campers, are there dump stations and adequate places to camp along the way? Do they need dog parks to exercise their pets? Are there places for kids to play and for adults to stretch their legs? Are there a variety of food sources such as grocery stores, fast food, sit down restaurants, and more ex-

pensive dining establishments?

### Hiking and Bike Trails

Multi-modal transportation is also something the byway community must address. People of all ages seek safe and secure off-road experiences such as hiking, camping, back-packing and bicycling. Add also the opportunities for bird watching, water sports, climbing and other outdoor experiences for taking breaks from driving the roadway.

### Risk Management and Safety

Amenities related to all outdoor activities must be addressed. Safety concerns are ever present.

- Warning signs should be posted where potential safety hazards exist.
- Regular safety inspections should be made on trails, playground equipment, and other public places.
- All maintenance issues should be addressed promptly.

### Traveler Amenity Summary

If you wish to attract a new target market, be sure your byway has the appropriate amenities to accommodate their interests. By knowing your travelers or the traveler you wish to attract, the byway has the opportunity to make the travelers' experiences enjoyable and one they will tell their friends about. Word of mouth is still the best form of advertisement.

### Is Your Byway Ready? Electric Car Charging Stations

As electric cars gain in popularity in the coming years, it will be in the byway's interest to have places to charge cars that also include restrooms, food, shopping, and other things to do while the traveler's vehicle is charging. The charging site should be well-lit and open all hours, just as gas stations are now accessible all hours with the use of debit and credit cards to pay for purchases.

