

# Project Category

NSBF Byway Community Award: Hospitality

# Project Name

Flaming Gorge Tour

# Byway Name

Flaming Gorge Scenic Byway - Designated All-American Road

Distance: 150 miles

Designation:2021

# Overview

The key components of The Flaming Gorge Tour that create such a memorable visitor experience are education, novelty, inclusivity, and a sense of adventure. The locally guided tour includes lunch and snacks, transportation, an optional nature hike, and vistas that many visitors have never seen prior to traveling to Southwest Wyoming. The tour is educational in nature with topics such as History, Geology, Botany, and Zoology touched upon throughout the day.

The event was a huge success with more than 300 attendees. A decision was made to make this an annual event.

Now that the Ohio byway has been extended and initially marketed, Extension plans a series of Lunch & Learns on the Value of Tourism for local and regional leaders. They also need to enhance electric car charging stations along the 102+ mile byway as none currently exists. Additional Byway expansion research is also planned to enable visitors to make a full “loop” from the Appalachian Byway to the Ohio River Scenic Byway.

# Intrinsic Qualities

A dedicated committee with representation from Pheasants Forever, Illinois Farm Bureau, McLean County Soil & Water Conservation District, National Parks Service, Chicago Zoological Society, Illinois Department of Natural Resources, Illinois Department of Transportation, and the Illinois Route 66 Scenic Byway has been working on the Flyway.

# Byway Best Practice

In order to create a safe, welcoming, and fun environment for our guests we utilize professional, high-end transportation, we ensure ticket prices are affordable, and we give visitors the chance to explore Wyoming’s wide-open spaces in a safe and responsible manner without worry or stress. Our staff are professional, courteous, outgoing, and trained to serve with our guests’ needs in mind.

## Keys to Success

The Flaming Gorge Tour has been incredibly successful due to the strategy and people behind the project. With a local and knowledgeable tour guide, an affordable price, a schedule that is relaxed enough to be enjoyable but exciting enough to keep guests' interest, and plenty of opportunities to get that perfect shot for social media, the tour has been a hit. There is no other guided tour in the region, making the Flaming Gorge Tour a pioneer in the tourism industry for Sweetwater County. In 2021 The Flaming Gorge Tour provided 11 tours throughout the summer, in 2022 there are 27 tours scheduled, including several private tours. The success of the tour is visible in the numbers.

## Additional Information

### Contact Information

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### Project Year(s):

2021-2022

### Website

[www.explorewy.com](http://www.explorewy.com)

# Photographs

