

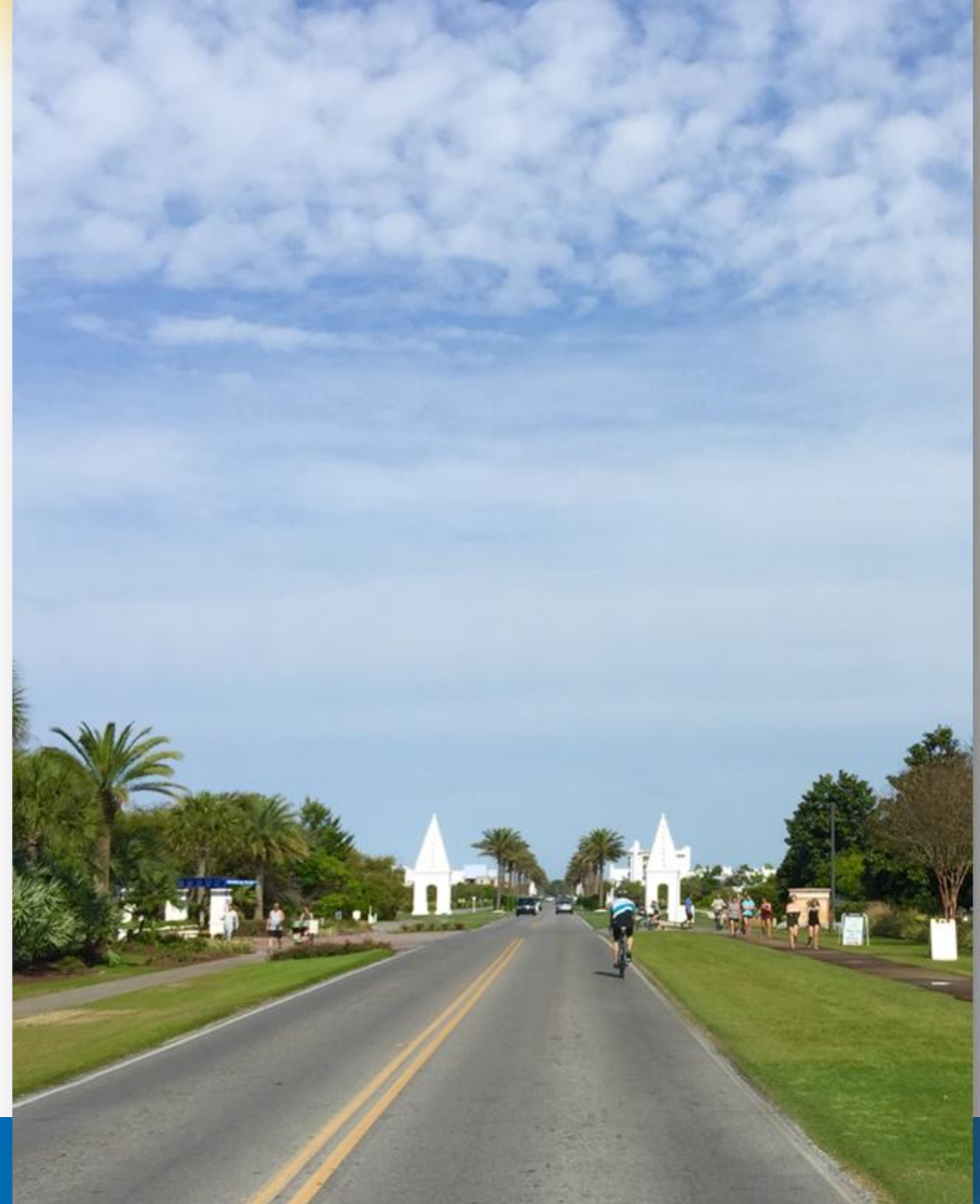
Byway Visitor Experience

- **90%** of consumers consider word-of-mouth recommendations the most trusted
- Most travelers rely on recommendations from friends and family (50% - 80%)
- Word of mouth is 5-7 times more effective than newspapers or magazines

Byway Visitor Experience

The **visitor experience** of a place involves both tangible elements like scenic views and historic buildings, and intangible elements like authenticity and hospitality all working together to meet travelers' needs and expectations.

A good scenic byway accommodates these needs and interests to create a rewarding experience.



Byway Visitor Experience

2 Driving & Experiencing

Visitors arrive on the byway, and rely on maps, directional signage and/or wayshowing systems to navigate the corridor.



Visitors access traveler services for comfort (food, lodging, restrooms) and additional trip-planning tools.



Through effective interpretation, visitor centers, and personal interaction, visitors come to appreciate the byway story and treasure the byway's intrinsic qualities.

3 Remembering & Sharing

Remembering & Sharing

Visitors leave with memories of their experiences, photographs, mementos and souvenirs.



Visitors share memories of their experiences through word of mouth, and online media such as travel review websites, social media, and blogs.

1

Trip Planning

Visitors learn about byways as a travel option through word of mouth, social media, websites, and other marketing.



They use these same sources to help plan their trip.

Byway Visitor Experience

1

Trip Planning

Visitors learn about byways as a travel option through word of mouth, social media, websites, and other marketing.



They use these same sources to help plan their trip.

- **71%** of avid travelers enjoy the trip-planning process

Byway Visitor Experience

2

Driving & Experiencing

Visitors arrive on the byway, and rely on maps, directional signage and/or wayshowing systems to navigate the corridor.



Visitors access traveler services for comfort (food, lodging, restrooms) and additional trip-planning tools.



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Byway Visitor Experience

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Remembering & Sharing

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Byway Visitor Experience

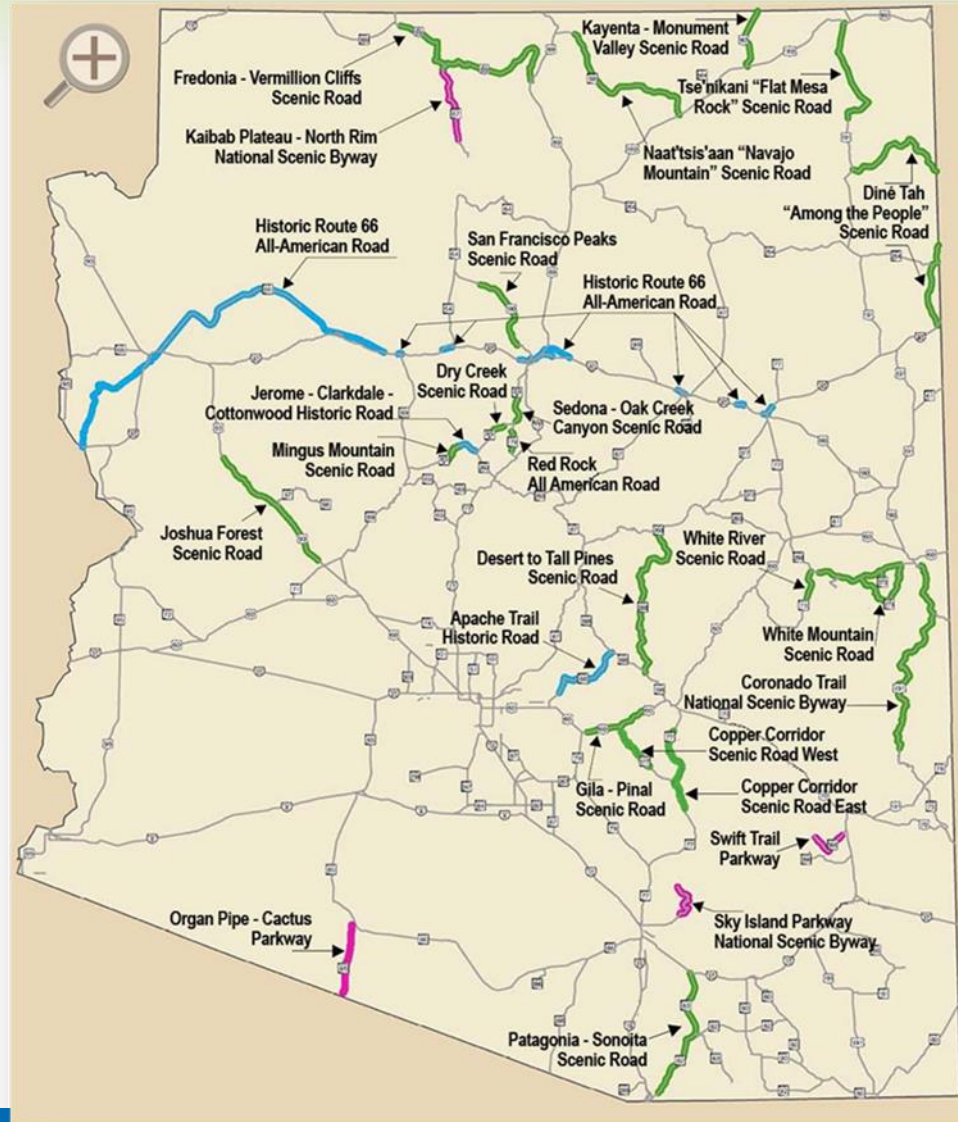
- How will you provide and enhance that experience?
- What do visitors need and desire?
- What intrudes on the visitor experience, and how can those intrusions be handled?



Byway Visitor Experience

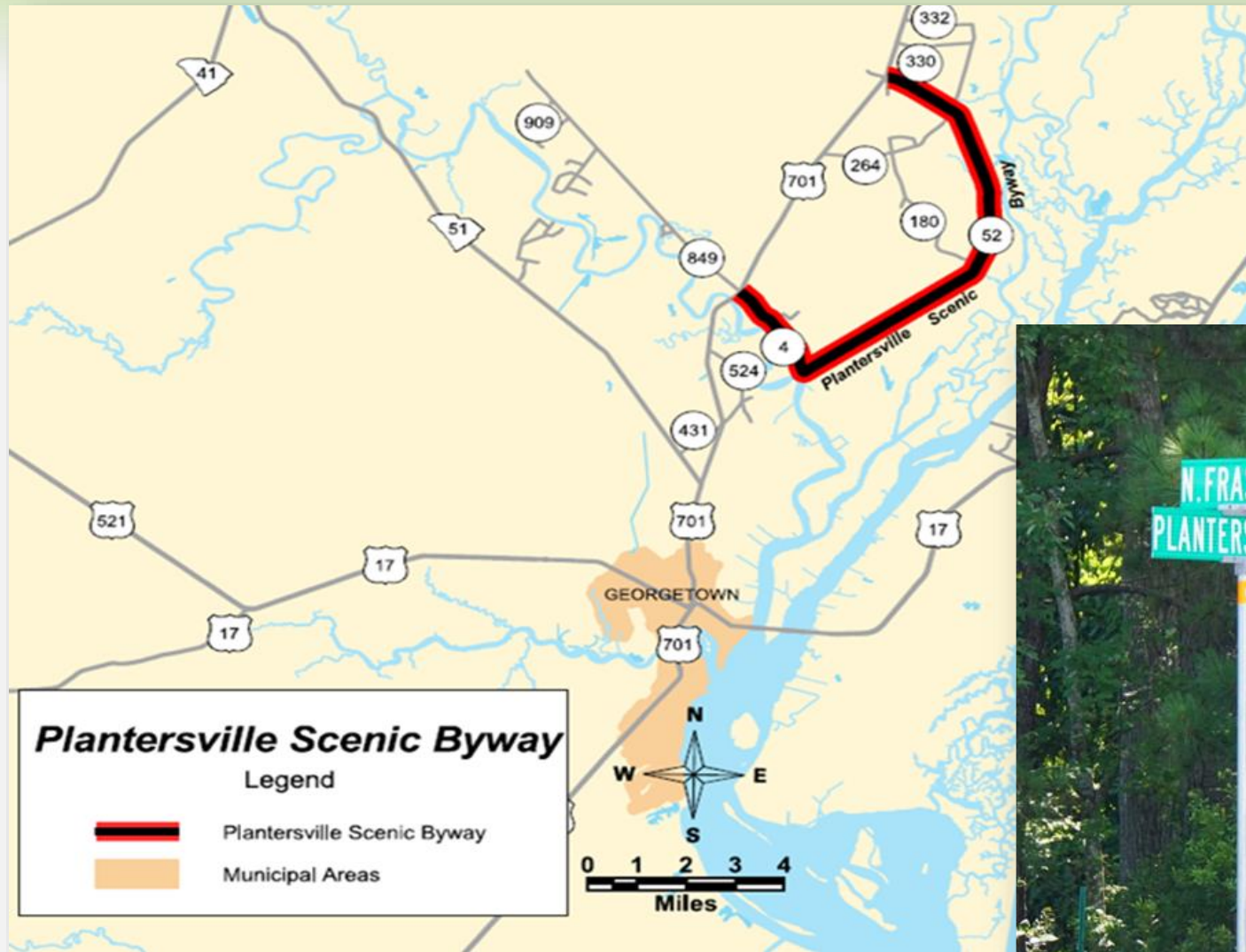
New FSHP Guidance:

- Field Testing
- Travel Considerations
- Storytelling & Interpretation

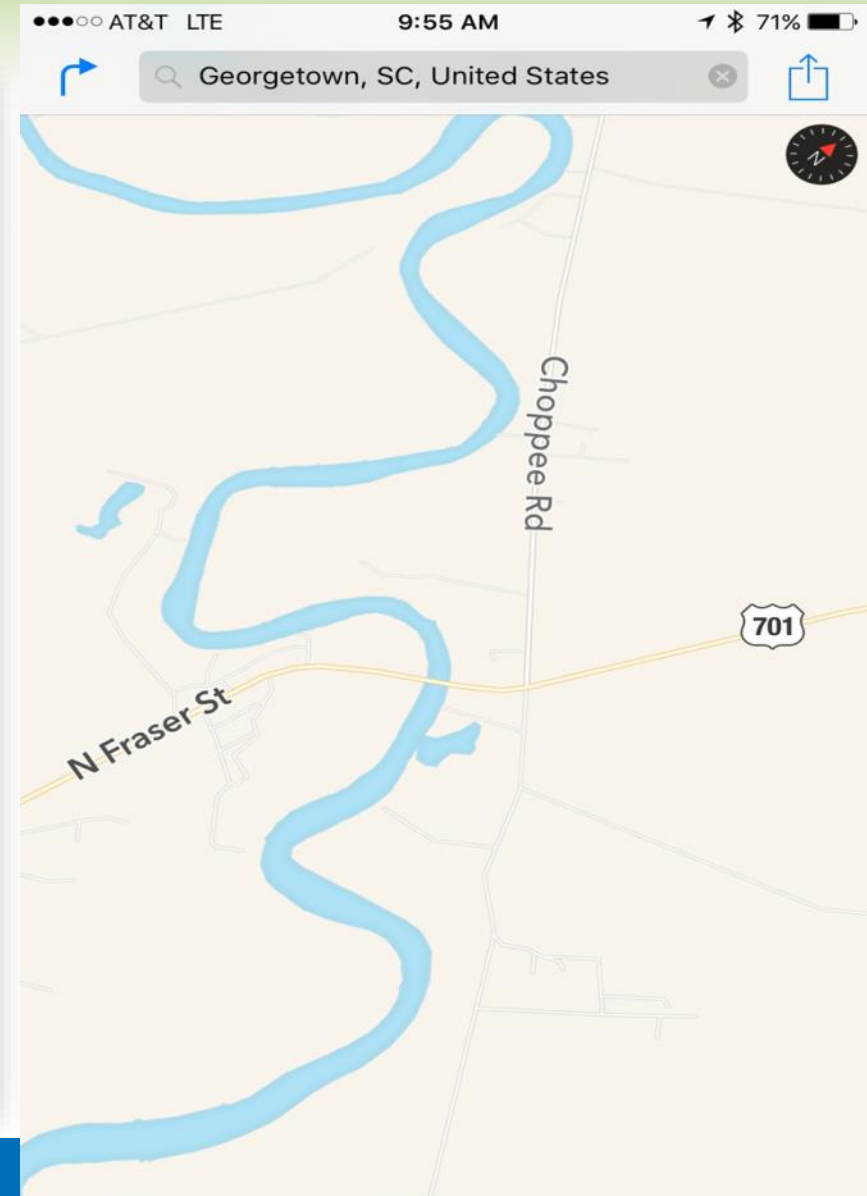
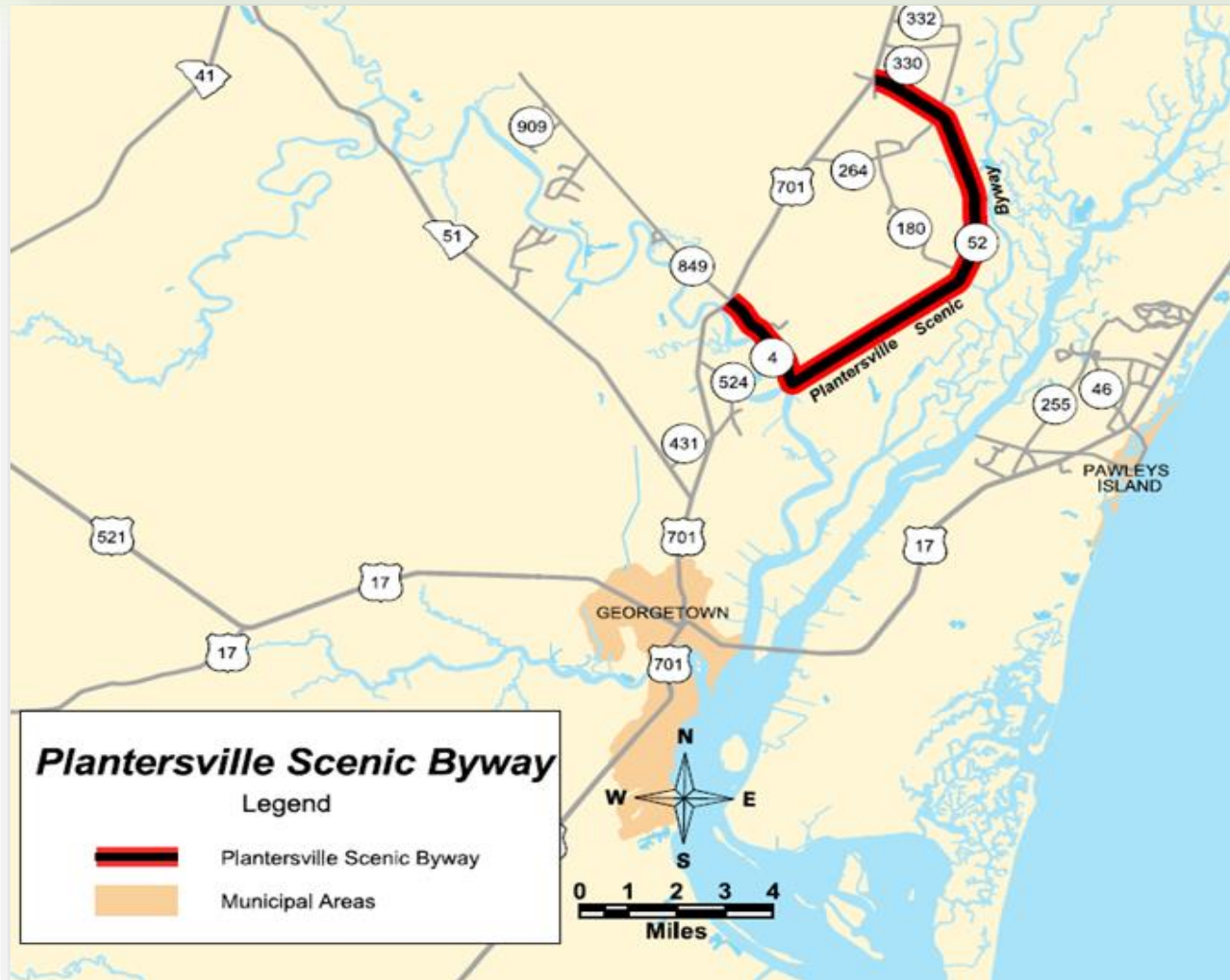


Byway Visitor Experience

Mapping: Highway/Route Numbers vs Place Names



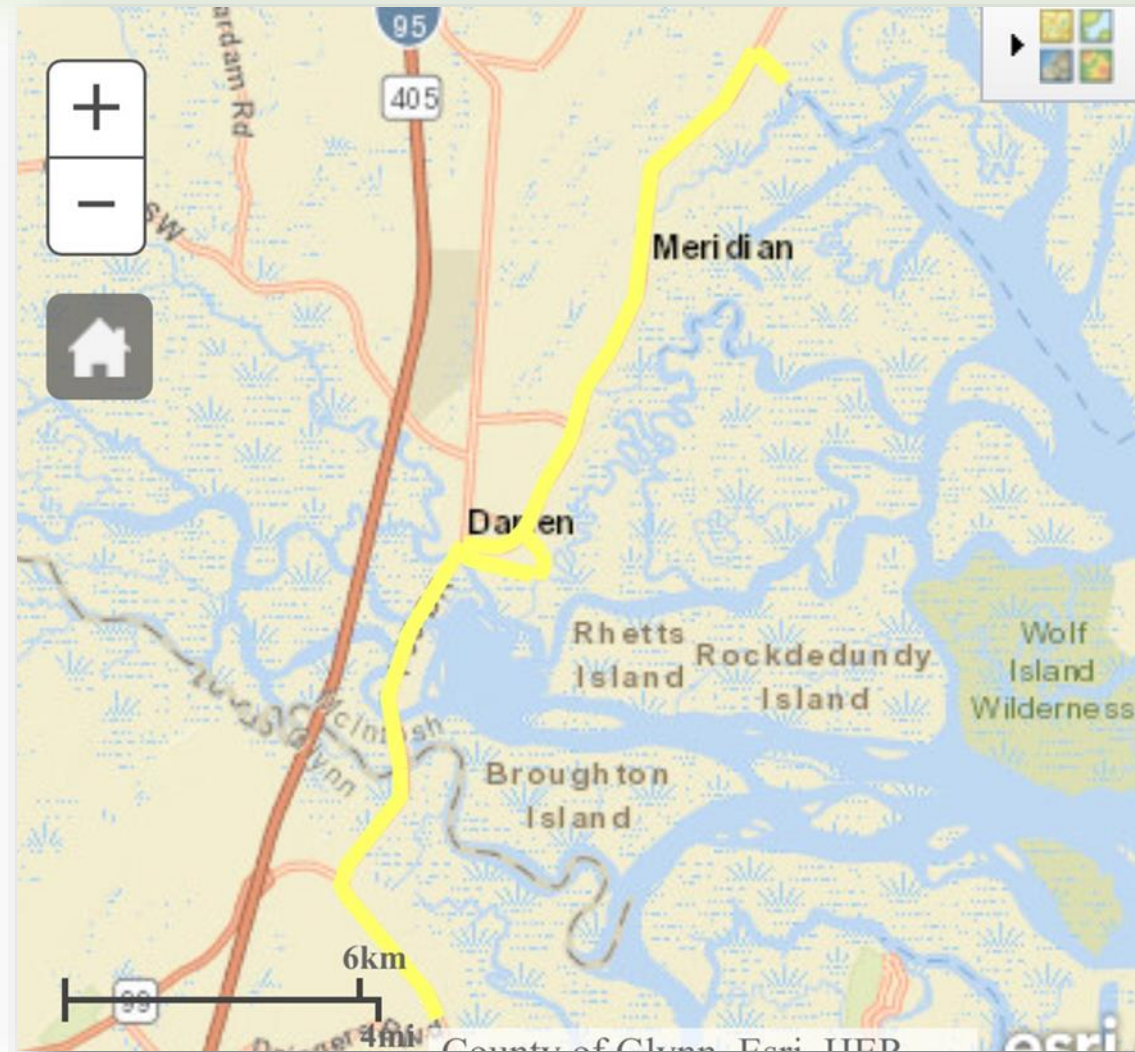
Byway Visitor Experience



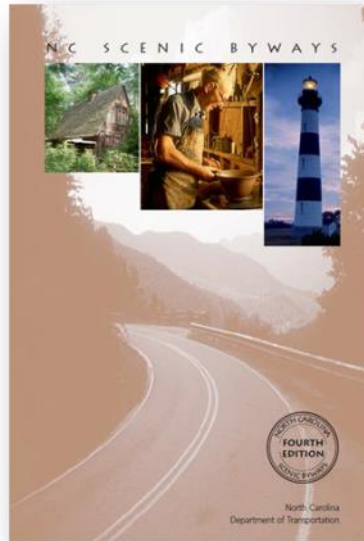
Byway Visitor Experience

Altamaha

Following State Route 99 and US 17, the Altamaha Historic Scenic Byway runs for 17 miles through McIntosh and Glynn Counties and the City of Darien. Traveling from the Sapelo Island Visitors Center to the historic Needwood Church and School, the Byway passes Fort King George, Butler Island and Hofwyl-Broadfield Plantations, the Darien waterfront, sweeping marsh views, and majestic Live Oaks draped with Spanish Moss. This Byway lets visitors explore both the rich cultural heritage and the diverse marsh ecosystems found along Georgia's coast.



Byway Visitor Experience



Byways are like snowflakes...

YADKIN VALLEY SCENIC BYWAY

Located in the western part of North Carolina, the Yadkin Valley Scenic Byway gives motorists the opportunity to see everything from gently rolling farmland to foothills and mountain terrain. **The byway begins in downtown**

Elkin at the U.S. 21/Main Street/North Bridge Street intersection. Within walking distance of this point are the Foothills Art Council, Brushy Mountain Winery, Elkin Public Library and Crater Park.

Travel south on U.S. 21 to the Gwyn McNeil Bridge, which crosses over the Yadkin River. Follow this road for one mile until the Swan Creek bypass and take a right. Follow the bypass and turn left on Swan Creek Road.

Until recently this area was known for its tobacco. Now the area is transitioning into the wine industry. Vineyards and wineries present along this route add a tremendous cultural asset to the driving experience. For those interested in sampling locally made wine, the Swan Creek Wine Trail gives motorists a great opportunity to tour several vineyards. Just make sure to have a designated driver.

Continue on Swan Creek Road



until it ends at Old U.S. 421, reaching the southern end of the Western Appalachian Vine. Take a left onto Old U.S. 421, which is the beginning of the Central Appalachian Vine. Go one and a half miles and Laurel

Gray Vineyards is on the left.

Continue for another nine miles and the route will pass through Doweltown, just outside the Town of Yadkinville. Continue for half a mile and turn left onto North Lee Avenue. Cross over U.S. 601 onto Country Club Road and go for three miles until it intersects with Rockford Road and turn right. After a little less than three miles, RagApple Lassie Vineyard and Winery will be on the right.

For a large portion of the route, motorists can see the unique knob of Pilot Mountain. The mountain, which rises 1,400 feet, was dedicated as a Natural National Landmark in 1976. The knob marks the center of the Pilot Mountain State Park.

Continue on Rockford Road for about one mile, passing through the Barney Hill Community. Richmond Hill Law School is located two and a half miles from Richmond Hill Church

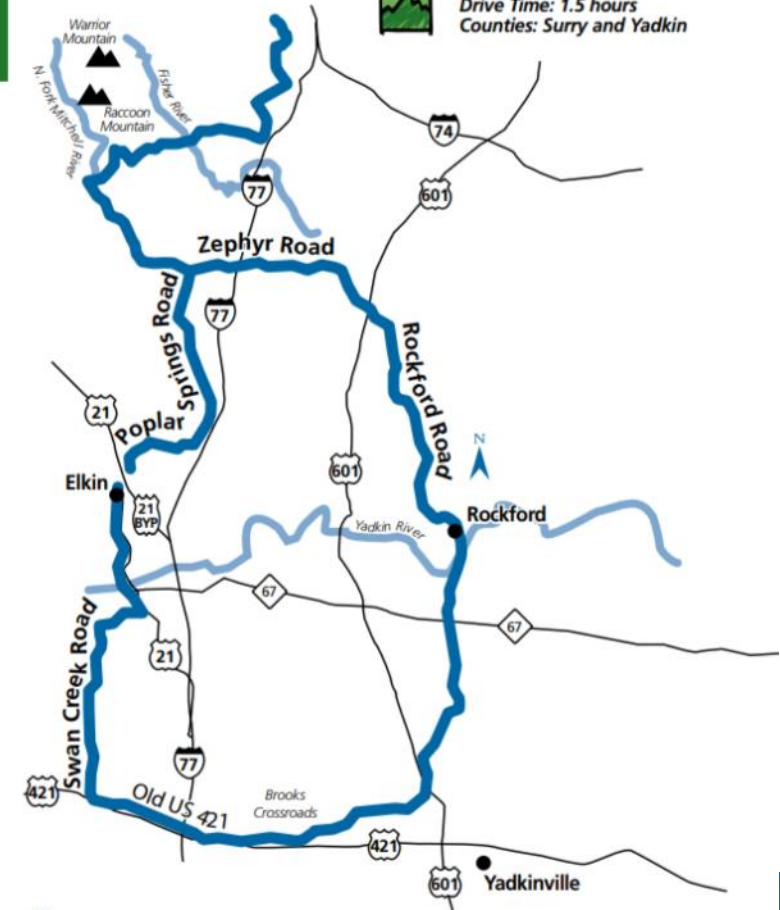
another three and a half miles until it ends at Beulah Road. Turn right on Beulah Road and immediately turn onto I-77 northbound. Continue on I-77 for two miles and exit at N.C. 89. Turn left onto N.C. 89. Go a half a mile on N.C. 89 and turn right on Round

Peak Church Road.

Go one and a half miles to Round Peak Vineyards. This is the end of the Northern Tendir and the Yadkin Valley Scenic Byway. Follow the signs to get back on I-77.



**Length: 65 miles
Drive Time: 1.5 hours
Counties: Surry and Yadkin**



Byway Visitor Experience

- **Wayfinding** is the job of travelers. They look for clues to reassure them they are where they planned to be, and they look for information and amenities to make their experience pleasant and enjoyable.

Wayshowing for Byways: A Reference Manual

Byway Visitor Experience



- Getting lost creates strong negative emotions that can become the lasting memories of a trip.
- Field testing can help identify wayfinding trouble spots



Byway Visitor Experience

Travel Considerations

DRIVING TIPS:

Don't litter — keep Louisiana's Byways clean
Note: some attractions do not have pull-offs or have narrow shoulders along the roadway.



Length: 35 miles
Drive Time: 45 minutes
Counties: Watauga and Ashe

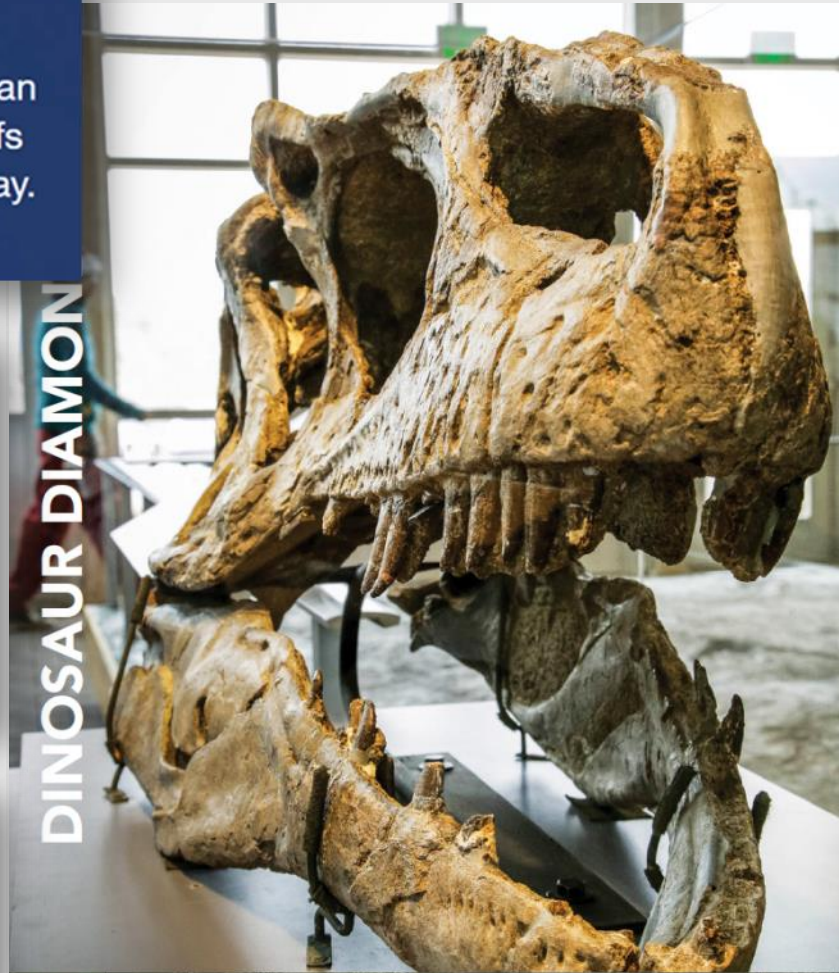


Note: The route is not recommended for recreational vehicles or buses.

Special Considerations

- Bring a full tank of gas and extra food/water.
- Closed in winter
- Roads can be muddy.
- BLM Alpine Loop Junior Explorer Book

DINOSAUR DIAMOND



AT A GLANCE: DINOSAUR DIAMOND PREHISTORIC HIGHWAY NATIONAL SCENIC BYWAY

START: Vernal or Moab
NUMBER OF DAYS: 4-6
DISTANCE: 500+ miles

SCENIC BYWAYS:

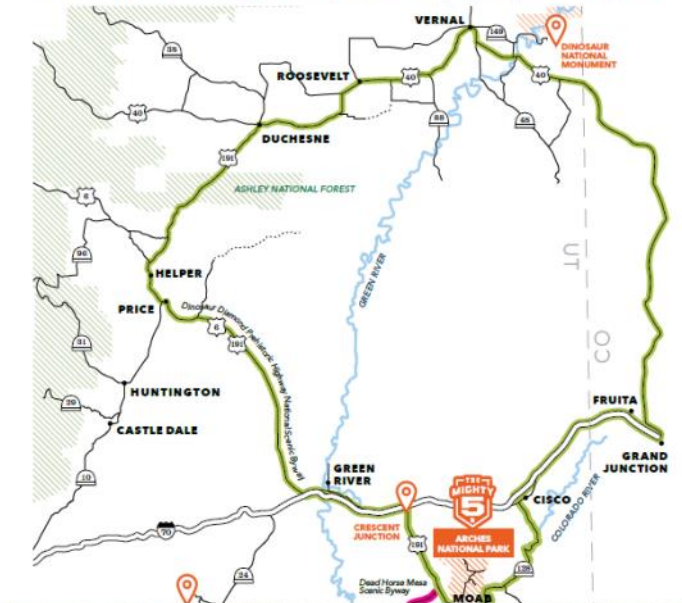
Dinosaur Diamond Prehistoric Highway National Scenic Byway (U.S. 191, U.S. 6, I-70, U.S. 40, S.R. 128)
Dead Horse Mesa State Scenic Byway (S.R. 313)
Potash-Lower Colorado River Scenic Byway (S.R. 279)



Audio Tour available for Dinosaur Diamond Prehistoric Highway National Scenic Byway at visitutah.com/scenicbyways

Let your imagination run wild on this road trip 200 million years in the making. The Dinosaur Diamond Prehistoric Highway National Scenic Byway bridges eastern Utah and western Colorado in a real-life "Jurassic Park" along more than 500 miles of beautiful red rock scenery, rugged Book Cliffs and cool waters of the Colorado and Green rivers.

Not only does Utah hold the fossil record of more dinosaur species than any other state, many consider these lands to represent the most complete record of prehistoric life than any other geographic area on the planet. As you drive and hike, you'll discover the prolific fossil record of bones and tracks exposed in the sedimentary record of Mesozoic age. Meanwhile, museums on the Dinosaur Diamond house the world's largest collection of mounted dinosaur skeletons and interpretive sites provide archaeological, cultural and historical information.



Byway Visitor Experience

If you don't tell them...



kbab1988
Holly, Michigan
25 7



Reviewed January 6, 2018

Hard to find, but worth the drive

It was hard to find the Scenic Byway. We ended up driving in the general direction and finding it by surprise. We spent hours driving around, seeing the sights. At some points the road is pretty narrow and people are going very fast.



[Ask kbab1988 about Kentucky Scenic Byway](#)

1 Thank kbab1988



Darin L
Denver,
Colorado
113 39



Reviewed November 11, 2017

Beautiful drive

Narrow roads can be a little harrowing at times but go slow and pull aside for those that want to pass you. The farms are beautiful and the tree lined roads are a perfect way to see this area of the country. This byway (and many like it in Kentucky) are a "must see".

[Ask Darin L about Kentucky Scenic Byway](#)

Thank Darin L

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

someone else will.



Real Places. Real Stories.™



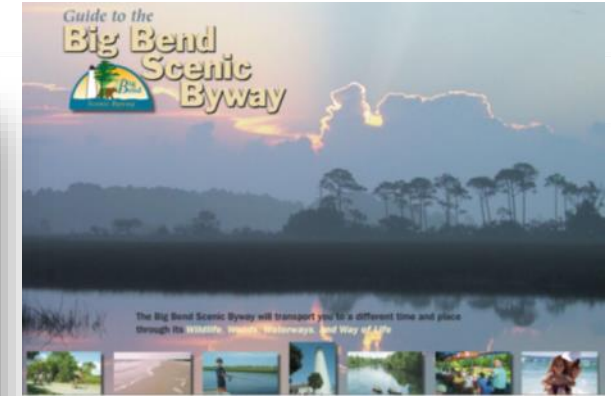
Byway Visitor Experience

Managing Intrusions




Byway Visitor Experience

Through effective interpretation, visitor centers and personal interaction, visitors come to appreciate the **byway story** and treasure the byway's intrinsic qualities.




Byway Visitor Experience

LOOK FOR THESE SIGNS ALONG THIS BYWAY



17



**ZYDECO
CAJUN
PRAIRIE
BYWAY**

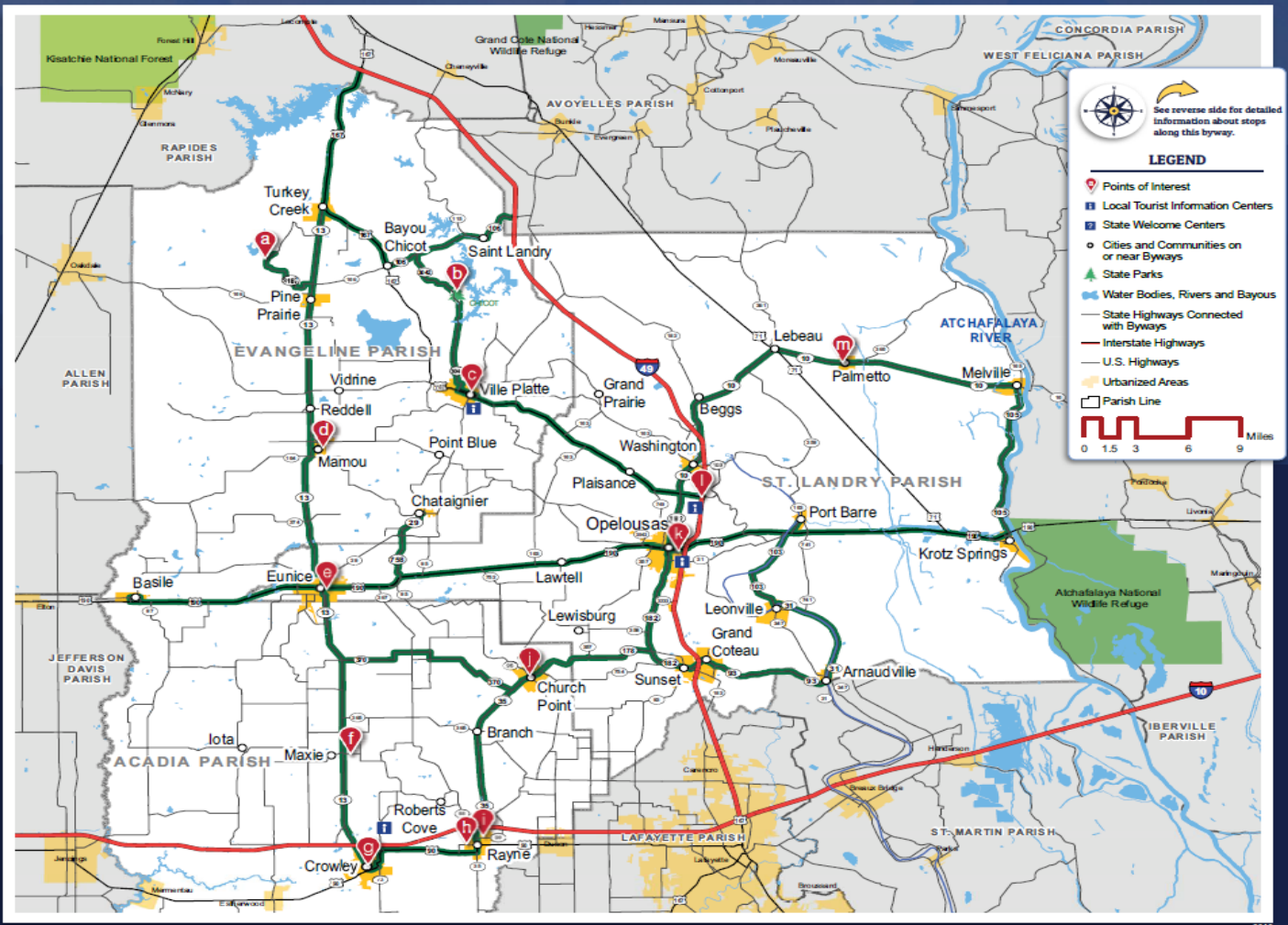



The Zydeco Cajun Prairie Byway pays tribute to the music of south Louisiana, touching many iconic music spots while ambling through serene, rolling prairies. Visitors will come upon crawfish farms, sweet potato fields and pastures where cattle and horses graze. A ride along this 283-mile byway also illustrates why Louisiana is famous for its festivals. The towns along the route in St. Landry, Acadia and Evangeline parishes hold celebrations to honor everything from cotton to cracklins. The Zydeco Cajun Prairie Byway offers visitors their choice of routes, suiting all paces and interests.

A trip along the Zydeco Cajun Prairie Byway gives visitors a taste of the Cajun music, beautiful landscapes and festivals that make Louisiana famous.

LouisianaByways.com








See reverse side for detailed information about stops along this byway.

LEGEND

- Points of Interest
- Local Tourist Information Centers
- State Welcome Centers
- Cities and Communities on or near Byways
- State Parks
- Water Bodies, Rivers and Bayous
- State Highways Connected with Byways
- Interstate Highways
- U.S. Highways
- Urbanized Areas
- Parish Line



Miles

2018

Byway Visitor Experience



Here's a sampling of the many attractions throughout the Zydeco Cajun Prairie Byway. **Let your stories begin here.**

MORE INFORMATION

Call or visit the welcome centers or CVB visitor information areas listed, and find us online at LouisianaByways.com.

DRIVING TIPS:

Don't litter — keep Louisiana's Byways clean
Note: some attractions do not have pull-offs or have narrow shoulders along the roadway.

CROOKED CREEK RECREATION PARK

This beautiful park includes a 400-acre lake, cabins, wilderness camping area, nature trail, group shelter with camper hookups, shaded tent area, swimming areas with a sand beach and a dock with boat launch.

1300 Sandy Beach Drive, Ville Platte, LA 70586, 337-599-2661, Email: crookedcreek@gmail.com

CHICOT STATE PARK The 6,400-acre park boasts hiking trails, primitive campgrounds and camper hookups, as well as cabins, lodges and a group camp with kitchen and swimming pool available for rent. A well-stocked lake provides excellent fishing and water sports including boating, canoeing and kayaking. The Louisiana State Arboretum, housed within the beautiful park, is the home of a magnificent beech-magnolia forest. 3469 Chicot Park Road, Ville Platte, LA 70586, 337-363-2403 or 877-226-7652, crt.state.la.us/louisiana-state-parks/parks/chicot-state-park

LOUISIANA SWAMP POP MUSEUM Step back in time to the 1950s and '60s and experience the sounds of swamp pop music, born on the bayous and prairies of Ville Platte. See the Swamp Pop Wall of Fame and listen to songs by Warren Storm, Johnnie Allen, Tommy Malone, Deland Green, and



FRED'S LOUNGE A place where people from all over the world meet to hear Cajun and zydeco music, sip a few brews and dance, dance, dance! 420 Sixth Street, Mamou, LA 70554, 337-468-5411

DOWNTOWN EUNICE Four music and cultural attractions are located within two blocks on Second Street and Park Avenue in downtown Eunice. Visit the Prairie Acadian Cultural Center at the Jean Lafitte National Historical Park and Preserve and the Eunice Depot Museum to see the history, remnants and present lifestyle of the Acadians. The Cajun Music Hall of Fame and The Liberty Theatre focus on the region's vibrant music culture.

Visit the following websites for more info and hours of operation: nps.gov/jelfs/prairie-acadian-cultural-center-eunice.htm, cajunfrenchmusic.org, eunice-la.com

KELLY'S LANDING AGRICULTURAL MUSEUM & TOURS Browse through Kelly's extensive and eclectic collection of old farm memorabilia. Marvel at one man's love of farming that turned into the hobby of a lifetime.

1109 Roberts Cove Road, Crowley, LA 70526, 337-788-0546, acadiatourism.org

CROWLEY MOTOR COMPANY/ CITY HALL One of 1,000 Ford Motor Company dealerships constructed in the U.S. with only a few remaining today, the building is home to City Hall and four museum: Interpretive Center, the History of Crowley, Miller Music Recording Studio and Ford Automotive Museum.

425 North Parkerson Avenue, Crowley, LA 70526, 337-783-0824, crowley-la.com

WORTHMORE'S 5-10-25 CENT STORE Established in 1936, Worthmore's is a step into the past with its knick-knacks and memorabilia. 100 West Louisiana Avenue, Rayne, LA 70578, 337-334-3763

CANDYLAND COTTAGE & ICE CREAM SHOPPE A friendly, old-fashioned ice cream parlor featuring homemade ice cream.

LE VIEUX MOULIN FINE ARTS & GIFT SHOP This unique purple shop consists of gifts, art, music, clocks, jewelry, Cajun Mardi Gras costumes, custom framing and much more. Clocks of all types are built and repaired here, which is almost a lost art. Learn about the area's French culture, sing a few songs and tell a few jokes. You will feel like family.

402 Canal Street, Church Point, LA 70525, 337-684-1200

LE VIEUX VILLAGE AND LOUISIANA ORPHAN TRAIN MUSEUM This is a re-creation of The Old Village of the Opelousas Poste, with many structures donated by local families. The Louisiana Orphan Train Museum is on site, sharing the history of the Orphan Train riders who came to Louisiana from the New York Foundling Hospital between 1873 and 1929.

Le Vieux Village: 828 East Landry Street, Opelousas, LA 70570, 337-948-6263, cityofopelousas.com
Louisiana Orphan Train Museum: 223 South Academy Street, Opelousas, LA 70570, 337-948-6263, louisianatorntrainmuseum.org



TOURIST INFORMATION



FRED'S LOUNGE A place where people from all over the world meet to hear Cajun and zydeco music, sip a few brews and dance, dance, dance!

420 Sixth Street, Mamou, LA 70554, 337-468-5411



Real Places. Real Stories.™



Byway Visitor Experience

Visitor experience planning can help influence where visitors get out of their cars.

BEAVER CANYON SCENIC BYWAY



START: Beaver (S.R. 153)
NUMBER OF DAYS: 1
DISTANCE: 17 miles



Tushar Mountains | Photo courtesy of USFS

A fall favorite, the Beaver Canyon Scenic Byway will transport you in time to a view of the west in the late 1800s. You'll drive through the Tushar Mountain Range where you can enjoy OHV riding, backpacking, mountain biking, horseback riding, trout fishing and camping in beautiful pine surroundings with breathtaking vistas. Elk, deer, black bear and cougars live in the Fishlake National Forest as well as wild turkey and mountain goats. Be sure to visit the nearby cities of Beaver, Junction and Marysville to stock up on supplies or shop locally. In your trip include a visit to the Territorial Statehouse State Park Museum and the Fremont Indian State Park and Museum.

THE DRIVE

Travel on I-15 to the exit for Beaver and head east on S.R. 153, Beaver Canyon Scenic Byway.

ADDITIONAL RESOURCES

- Beaver County Travel Council | (435)-438-5438
- Beaver Ranger District
(435) 438-2436 | 575 South Main Street, Beaver, UT
- Make camping reservations for the Fishlake National Forest at [recreation.gov](https://www.recreation.gov)



Read the full story at
visitutah.com/beaver-canyon

DON'T MISS

OHV
OHV riding is a very popular recreation activity on the Fishlake National Forest. There are approximately 2,700 miles of trails and roads available for motorized use, including the Paiute ATV Trail System. The Max Reid Trailhead (Paiute 01), a favorite on the Beaver Ranger District, leads to the Silver King Mine interpretive site.

Hiking
The Skyline National Recreation Trail located on the Beaver Ranger District of the Fishlake National Forest was placed on the National Recreation Trail System in 1979. The trail follows the craggy peaks of the Tushar Mountains and gives the experience of being on top of the mountains near the skyline. This trail is a pathway to beautiful mountain vistas and grassy meadows.

Fishing
Beaver Mountain is a popular fishing spot. The Beaver River runs along the scenic byway. Access to the majority of the fishing lakes is via Forest Road 137, which is a gravel road off of S.R. 153. FR 137 branches off the paved highway 10 miles east of Beaver.

Eagle Point Ski Resort
Known as Utah's most secluded resort, Eagle Point is great for getting away from it all. Year-round lodging is available and you can even rent out the entire resort.

FISH LAKE SCENIC BYWAY



START: Cove Fort/Scipio (S.R. 25)
NUMBER OF DAYS: 1
DISTANCE: 13 miles



View of Fish Lake | Photo courtesy of USFS

Want some peace and quiet away from the crowds? Fish Lake Scenic Byway can take you there. Aply named, the lake boasts excellent fishing, particularly large Mackinaw trout, splake, rainbow trout, and kokanee salmon. Scuba divers also enjoy the lake's waters as it is approximately 127 feet deep. In the winter, ice fishing, snowmobiling and cross country skiing are popular. Horseback riding is also popular. Fish Lake is Utah's largest natural mountain lake and sits at 8,848 feet. Also try fishing Johnson Valley Reservoir, and the nearby towns of Koosharem, Fremont, Loa, Richfield and Bicknell make excellent base camps to Fish Lake Scenic Byway.

THE DRIVE

Thanks to its Central Utah location east of the junction of I-15 and I-70, there are many ways to access the Fish Lake Scenic Byway. Visitors on the All-American Road: Scenic Byway 12 connecting with the Capitol Reef Country Scenic Byway (S.R. 24) can continue west for 20 minutes to access Fish Lake while travelers on I-15 will exit at I-70 if northbound from St. George or U.S. 50 east if southbound from the Wasatch Front. Check udottraffic.utah.gov for seasonal road closures.

ADDITIONAL RESOURCES

- Capitol Reef Country Visitors Bureau | (435) 425-3365
- Sevier County Travel Council | (435) 893-0458
- Fremont River Ranger District
(435) 836-2811 | 138 South Main Street, Loa, UT
- Make camping reservations for the Fishlake National Forest at [recreation.gov](https://www.recreation.gov)



Autumn aspens



Read more about Fish Lake Scenic Byway at visitutah.com/fall-oasis

DON'T MISS

Pando Aspen Tree Clone
Located about one mile southwest of Fish Lake, this stand of trees is believed to be the heaviest organism on Earth at nearly 13 million pounds. The clone spreads over 106 acres, consisting of over 40,000 individual trees.

Piute and Otter Creek State Parks
Nearby state parks offer tranquil base camps not only to Fish Lake but to the extensive Paiute ATV Trail System on the Fishlake National Forest.

Hiking
Explore the Lakeshore National Recreation Trail, Pelican Canyon Trail, Old Spanish Trail, Doctor Creek Canyon Trail and more.

Wildlife Viewing
See elk, deer, bobcat, cougar, bear, golden and bald eagles, osprey, beaver, porcupine, chipmunks, marmots, and several species of upland game birds, song-birds and raptors.

Camping
Try Doctor Creek, Mackinaw, Bowery Creek, Frying Pan, Tasha Equestrian Campground and Piute Campgrounds or the private resorts of Bowery Haven and Fish Lake Lodge-Lakeside Resort.



Byway Visitor Experience

- The byway visitor experience is improved over time
- Byway Management Planning requirements are progressive

Stage 1: Trip Planning

Website

- Map
- Story/themes
- Driving considerations
- Mobile friendly

Social Media

- At least one major (Facebook, Twitter, Instagram, etc.)
- All major (Facebook, Twitter, Instagram, etc.)

Marketing Plan

- Methods and measurements
- Regional partnering
- Based on available data, targeted, measurable

Stage 2: Traveling & Experiencing

Wayshowing

- FSHP directional signs
- Wayshowing system
- Phone apps

Map

- Printed and/or downloadable
- GPS enabled

Interpretation

- Description of what already exists
- Website
- Printed and/or downloadable brochure
- Kiosks
- Phone App
- Field Guide
- Bus Tours
- Personal interaction

Hospitality Training

- Hotels, restaurants, primary attractions

Visitor Center(s)

Stage 3: Remembering & Sharing

Website

- Testimonials

Social Media

- At least one major (Facebook, Twitter, Instagram, etc.)
- All major (Facebook, Twitter, Instagram, etc.)

Travel Sites

- Reviews (example: Trip Advisor)

Souvenirs/Keepsakes

- Branded merchandise



Byway Visitor Experience

Visitor Experience & Byway Management Plan (BMP) Updates:

- Visitor experience projects build on each other and the BMP captures the long-term sequence of projects
- Long-term planning demonstrates thoughtful planning to stakeholders & potential funders



Byway Visitor Experience

Visitor Experience &

Byway Management Plan (BMP) Updates:

- Unlike Annual Work Plans, BMP updates utilize broad stakeholder engagement to:
 - Identify visitor needs & opportunities
 - Make valuable contributions to the effectiveness & quality of future projects
 - Identify partners and define partner roles



Byway Visitor Experience

Resources:

- Florida Scenic Highways Program Guidance (July 2016)
- Wayshowing for Byways: A Resource Manual

