

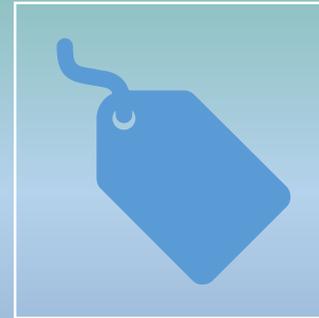
# Marketing the Byway

11/04/24

# Where are we going?



## NSBF Marketing Toolbox



## How Do We Market?

Specialization

Branding and Logos

# National Scenic Byway Foundation Marketing Toolbox

- **The National Scenic Byway Foundation is the Non-profit Partner of the National Scenic Byway Program.**
- **The Foundation Offers Plentiful Guidance and Resources for the Betterment of Byways Regardless of Designation.**



**National**  
**SCENIC**  
**BYWAY**  
**Foundation**

# What is the NSBF?

- **What Do They Do?**
  - **Educate:** through Byway leader training, webinars, conferences, marketing training, and educational resources
  - **Advocate:** with Federal and state organizations for increased funding and Byway program support
  - **Promote:** through awards programs, social media, feature articles, public relations, and website features
  - **Engage:** through direct person to person communications, emails, newsletters, e-blasts, and social media
  - **Connect:** Byways and their destination marketing organizations, supporters, partners and interested parties
  - **Celebrate:** Byway successes, programs, visitor experiences and innovation throughout the United States



**National**  
**SCENIC**  
**BYWAY**  
**Foundation**

# NSBF Marketing Toolbox



# The Importance of Experience

Imagine....

...watching sunlight skimmer across the bay on a crisp, golden afternoon, a sailboat gliding by, waves gently lapping at your feet. You've settled into a chair in a colonial waterside village, to spend a few quiet moments before going to dinner in a restaurant that Chesapeake author James Michener rated the highest of any on the Eastern Shore. It still has a reputation for serving wonderful meals.

- At the Center of Any Interaction is an Experience!

# How are Americans Changing?

- **In Recent Years, American's Desires Have Increasingly Turned to Experiences**

- 50% of Gifts Given at Christmas are Experiences (Excursions, Sporting Events, and Vacations)
- 80% of Millennials Engage in Some Live Experience Each Year
- 75% of All Americans Are Directing Their Discretionary Spending Toward Experiences
- 90% of Consumers are Willing to Pay More for Premier

- **This Provides a Unique Opportunity for Byways to Excel**

- A Byway Excursion Can Facilitate True Relaxation, as a Byway Offers a Level of Engagement with the Physical World that Displaces Daily Minutia.
- In a Marketing Saturated World, Byways offer a Unique Experience which is customizable by the User and Appeals to those of Differing Recreation Desires, leaving the One Size Fits All Approach on the Sidelines.
- But How Should We Do It?

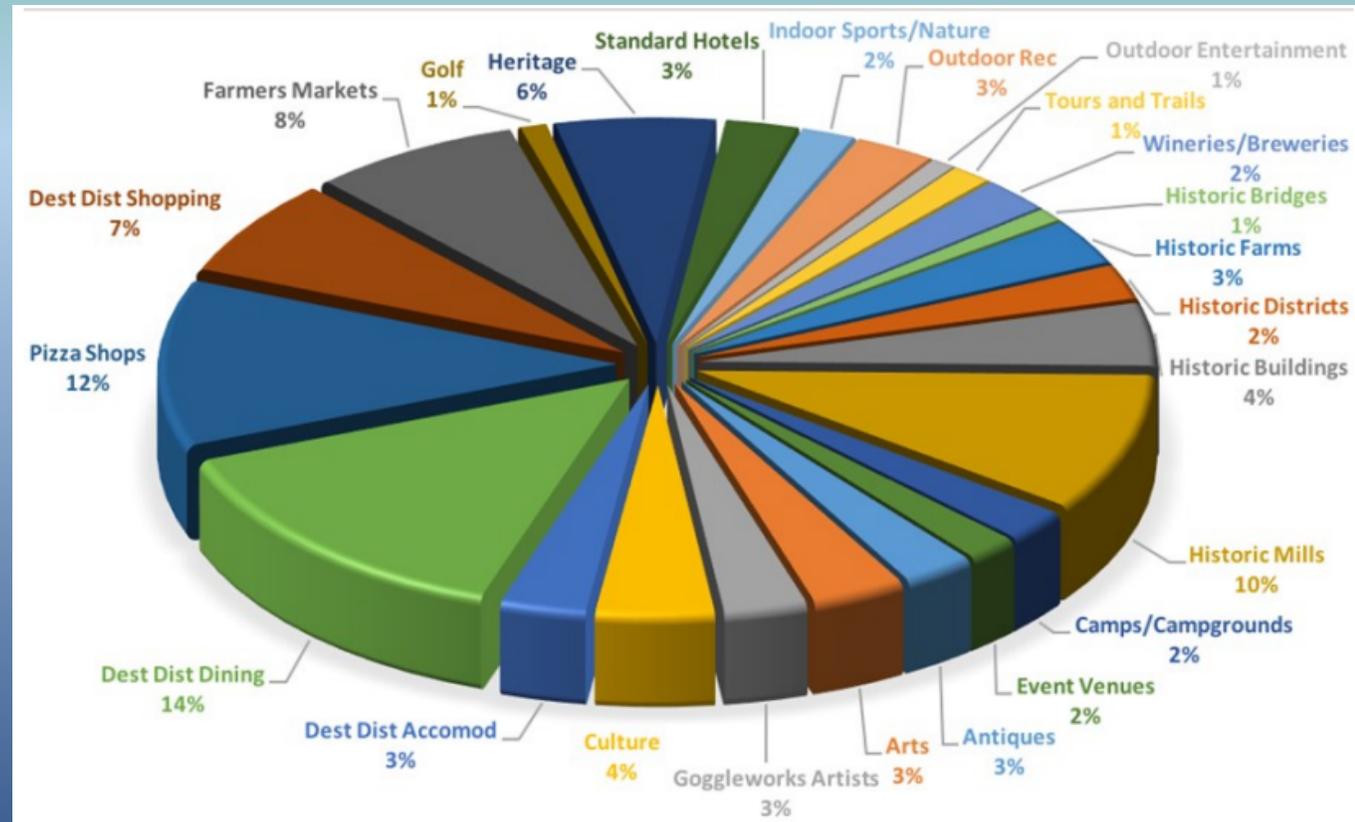
# What does the toolbox mean for us?

- **We Want to Market More than the Road**
  - Traditionally, Marketing is done from a supplier perspective focused on resources available to visitors.
    - A destination approach seeks to advertise based on the Sum of activities the area offers.
- **Three Keywords to Keep in Mind**
  - Accessibility
  - Cohesion
  - Redundancy



# #1: Comprehensive Inventory of Destination Resources

- **The Experience is at the Core of a Byways Marketing.**
  - The most effective experiences begin with products designed to meet specific customer needs and continue through the delivery of detailed information about the product and its use.
- **Step 1: WHAT DO WE HAVE TO OFFER VISITORS?**
  - A COMPREHENSIVE INVENTORY OF VISITOR ASSETS AND RESOURCES THAT MAKE UP THE “EXPERIENCE”
    - This Will Assist Planning & Marketing Decisions
  - Be Sure to Include Key Attractions of the Area and Their Key Information (Hours, Location, and Website)



# What does this look like?

Recreation assets on M-55 corridor

| County    | Landmark                             | Water | Downtown | Motorized Trails | Non-Motorized | Attraction | MDNR |
|-----------|--------------------------------------|-------|----------|------------------|---------------|------------|------|
| Iosco     | Lake Huron                           | X     |          |                  |               |            |      |
| Iosco     | Tawas Point Lighthouse               |       |          |                  |               | X          | X    |
| Iosco     | Tawas State Park                     |       |          |                  |               |            | X    |
| Iosco     | Downtown Tawas/East Tawas            |       | X        |                  |               |            |      |
| Iosco     | Whittemore Speedway                  |       |          |                  |               | X          |      |
| Iosco     | Huron-Manistee National Forest       |       |          | X                | X             |            |      |
| Ogemaw    | Ogemaw County Fairgrounds            |       |          |                  |               | X          |      |
| Ogemaw    | Rifle River                          | X     |          |                  |               |            |      |
| Ogemaw    | Irons Park                           |       |          |                  | X             |            |      |
| Ogemaw    | Downtown West Branch                 |       | X        |                  |               |            |      |
| Ogemaw    | West Branch Country Club             |       |          |                  |               |            |      |
| Ogemaw    | Ogemaw Hills Pathway                 |       |          |                  |               |            | X    |
| Ogemaw    | Snowmobile/ORV trails                |       |          |                  |               |            |      |
| Ogemaw    | The Dream/The Nightmare Golf Courses |       |          |                  |               | X          |      |
| Roscommon | St. Helen ORV trails                 |       |          |                  |               |            | X    |
| Roscommon | Houghton Lake                        | X     |          |                  |               |            |      |
| Roscommon | Roscommon State Forest Area          |       |          | X                | X             |            | X    |
| Roscommon | Trestle Park                         | X     |          |                  |               | X          |      |
| Roscommon | Lakeview Waterfront Park             | X     |          |                  |               | X          |      |
| Roscommon | Sullivan Beach                       | X     |          |                  |               | X          |      |
| Roscommon | RJ's Best Choice Market              |       |          |                  |               | X          |      |
| Roscommon | Barts (farm market)                  |       |          |                  |               | X          |      |
| Roscommon | Pineview Highlands golf course       |       |          |                  |               | X          |      |
| Roscommon | White Deer Country Club (golf)       |       |          |                  |               | X          |      |
| Roscommon | Tip Up Town USA                      | X     |          |                  |               | X          |      |
| Roscommon | Pines Theater                        |       |          |                  |               | X          |      |
| Roscommon | The Howling Pumpkin                  |       |          |                  |               | X          |      |
| Missaukee | Merritt Speedway                     |       |          |                  |               | X          |      |
| Missaukee | Lake Missaukee                       | X     |          |                  |               |            |      |
| Missaukee | Downtown Lake City                   | X     | X        |                  |               |            |      |
| Missaukee | Cadillac Pathway                     |       |          |                  | X             |            | X    |
| Missaukee | Missaukee Golf Club                  |       |          |                  |               | X          |      |
| Wexford   | Cadillac Pathway                     |       |          |                  | X             |            | X    |
| Wexford   | Downtown Cadillac                    |       | X        |                  |               |            |      |
| Wexford   | White Pine Trail Linear State Park   |       |          |                  | X             |            | X    |

HERITAGE ROUTE 23

DISCOVER HERITAGE ROUTE 23

Home • Interests • Interest Area

Art, Culture & History

Take a step back in time...

Wind your way up the route to over 150 historic sites and arts and cultural venues along the Sunrise Coast! Learn about the rich history of the Straits area and historic lighthouses that dot the coast. Visit art museums and local artisan shops to watch them work their trade. Spend a day or two at the Harrisville Craft Show on Labor Day weekend. Visit the opera house in Cheboygan for an acoustically superb performance. Take in a professional show at the Thunder Bay Theater in Alpena after dining in Olde Town. And don't miss the Thunder Bay National Marine Sanctuary and their Shipwreck Century exhibit! With art, culture, and history dotting the shoreline, you'll find you might not have time to stop at them all.

[Download the US 23 Historic Sites Map Guide here!](#)

Show Attractions on the Map

Select an icon below to add or remove Attractions on the map. [Clear the map.](#)

- Accommodation
- Amusement Park
- Art
- Brewery
- Casino
- Culture
- Education & Libraries

## #2: Destination Assessment

- Completing a very detailed analysis of the experience offerings in the radius surrounding your Byway Corridor will be most beneficial to planning future marketing actions and even organizational changes that will make your organization and offerings more effective.
- This Process First Begins with Research of the Surrounding Attractions.



# Destination Assessment Process

- **Within the Research Activity of the Assessment, there are two phases necessary to truly understand your Niche in Marketing.**
  - **Surface Level Information: Generalized Research for Understanding what Information is Available to Users**
  - **Digging Beneath the Surface: More In-depth analysis to Understand the User Experience**
- **NSBF Recommends Utilizing a SWOT Analysis to Determine Marketing Plans**

| <b>S</b><br>STRENGTHS   | <b>W</b><br>WEAKNESSES   | <b>O</b><br>OPPORTUNITIES   | <b>T</b><br>THREATS   |
|---|--|---|---|
| <ul style="list-style-type: none"><li>• Things your company does well</li><li>• Qualities that separate you from your competitors</li><li>• Internal resources such as skilled, knowledgeable staff</li><li>• Tangible assets such as intellectual property, capital, proprietary technologies etc.</li></ul> | <ul style="list-style-type: none"><li>• Things your company lacks</li><li>• Things your competitors do better than you</li><li>• Resource limitations</li><li>• Unclear unique selling proposition</li></ul> | <ul style="list-style-type: none"><li>• Underserved markets for specific products</li><li>• Few competitors in your area</li><li>• Emerging need for your products or services</li><li>• Press/media coverage of your company</li></ul> | <ul style="list-style-type: none"><li>• Emerging competitors</li><li>• Changing regulatory environment</li><li>• Negative press/ media coverage</li><li>• Changing customer attitudes toward your company</li></ul> |

# What is the Benefit?

- Through Such an Assessment these questions should be answered and facilitate specialization:
  - What makes a visitor choose another destination or Byway over ours?
  - Why would visitors go to another location further away, instead of enjoying what is offered closer to home?
  - Why have visitor numbers at surrounding destinations and Byways increased, while ours have stayed the same?
  - Which of the results discovered in the analysis seem out of whack when comparing all regional offerings?
  - How can, or should, our own actions be evaluated and re-aligned to achieve the same or a higher level of success?

## Follow Our Trails & Tours



# #3: Development of the Destination Story

- Every destination has a story to tell based on their heritage and the landscape they occupy. Culture has evolved from both throughout time and perpetuates the perception of the destination.
- No two destination stories are the same, and that story is likely what makes a destination, a destination.
- The story of any destination answers the following questions:
  - **Why are we unique?**
  - **Why are we important?**
  - **What are the particular strengths of our visitor experience?**
  - **What will visitors experience here they cannot experience anywhere else?**



# HOW DO WE DEVELOP DESTINATION STORY CONTENT?

- Content Should Include Clear Marketing Expectations for Users
- Content Should be Practical (Know Your Audience)
- Content Should be Informative (What, When, and Where)
- Are we focused on producing inspiring and engaging information to facilitate the customer buying journey and an actual purchase or just filling a space?



make it different, interesting, and/or important? The story should support and be aligned with the byway's underlying significance.

**THEME.** Once the purpose of the road and its significance are clear, then you can review your thematic or story options and find a path that makes sense. Most byways will have a number of story threads that might be pursued; the hard decision is choosing which one. Aligning the story with the byway's purpose and significance is a good way to ensure that the story amplifies the most important aspects of the road and corridor.

#### How to Identify a Potential Story

As with so many aspects of your byway, the story and the ensuing interpretive program are flexible. Find what appears to be the most compelling and interesting byway story and work with it. If you find that you need to amend and alter it in the future—good! This will give your byway vitality and changing interest for travelers.

There are six basic ways to find out what might be interesting story ideas along your byway.

**1. YOU ALREADY KNOW IT.** For many byways, your own local knowledge will be sufficient to at least get you going down the byway story path. While you may not know every detail of the history or ecology of the byway, you probably know the high points.

If your area has a history of tourism, many people—tourism officials, entrepreneurs, and travelers—have been exploring this topic for a long time. Even if you have no history of

Aspects of geologic activity result in a dramatic vista along Nevada's Lakeshore Drive.



tourism in your area, you may know what will be interesting to travelers. Imagine you are the visitor: ask yourself what is special about the places that you like to visit when you are away from home. Test and expand your ideas with those of others in the community.

Many parks, forests, and other public sites already have interpretive research and programs in place. Check with public land management professionals.

**2. TALK WITH INTERESTING AND KNOWLEDGEABLE INDIVIDUALS.** If you are in charge of creating a byway and aren't a historian or naturalist, that is OK. Just go talk to people who are. Create a list of 10 to 15 people who know a lot or hear other people's stories. These might include history buffs, long time residents, amateur geologists, folk culturalists, or politicians. Ask them what stories or facts are most interesting about the people, land, and history of the road.

You will find many rich threads from these individuals.

**3. MEET WITH AND TAP INTO THE GENERAL PUBLIC.** As discussed in "Getting Organized", public meetings can offer important opportunities to find story ideas that have support from the community. (See the exercises at the end of this chapter for examples of story identification and development techniques.) These meetings are often fun and energizing for people. There is no important fiscal matter or regulatory debate at issue. You are just asking people to think about what's great in their community and how to tell that story.

**4. GO INTO THE FIELD AND LOOK AROUND.** This is typically something that you will do to confirm and enhance story ideas during the inventory process. It may also enable you to actually find a story. Consider yourself a tourist and, with fresh eyes, drive the byway and see what

# #4: Destination Identification

- How a Byway Identifies Itself Has Broad Impacts on User Experience and Public Support.
- A New Approach to Byway Branding is Recommended
  - Traditionally Branding is Focused on Logos and Imagery, A Byway's Branding Should be Experience Focused
- Experience Focused Branding is a Great Asset in Establishing a Position
  - Positioning is how your brand and your experience reflect in the mind of the visitor.



# Destination Identification

- How To Establish a Byway Identity:
  1. Understand the Regions History (Leverage Any Information)
  2. Respond to the Destination (Understand the Physical Setting)
  3. Understand the Comprehensive Tourism Inventory (Use What's Around You)
  4. Conduct a Three Session Identification Process
    1. Focus on Core Sensibilities, as well as brainstorming Possible Identities.
    2. Develop an Identifier:
    3. When searching for a full identifier, it is important to keep in mind that it should (1) enhance the destination — the impression that potential visitors are provided about the destination, (2) convey the essence of value, (3) be distinctive and memorable, (4) foster an emotional connection and (5) reflect the destination personality.
    4. Finalize Identity Perspectives and Look Forward to Future Applications of the Identity
- The identity of the byway becomes the sum of visitor interactions from first awareness of the destination until they are home posting pictures.

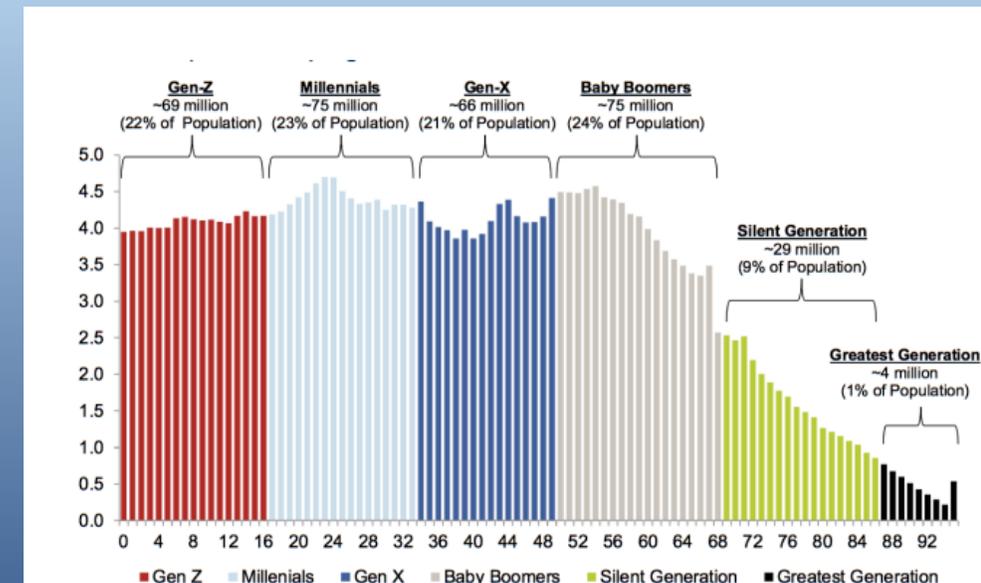


# How to Adjust Position and Branding

1. Step One: Determine Your Current Positioning in Visitors Minds
  - **What Do Users Think of Your Byway?**
2. Step Two: Determine What Position You Want to Own
  - **Consciously and precisely determine how you want your Byway to be Viewed.**
3. Step Three: Determine What Positioning Must Be Pushed Out
  - **Offering a unique customer experience is one of the most effective ways to introduce a new identity – because it is something difficult for other organizations to copy.**
4. Step Four: Identify Adequate Funding to Do the Job
  - **Understand the Cost of Activities (Advertisement Costs Vary Based on Format).**
5. Step Five: Sustain Year After Year
  - **Since establishing positioning in the mind of visitors is a long-term process, consistency must be maintained over several years to really anchor the new identity.**
6. Step Six: Making the Organization Match the Positioning
  - **The last step in the process is to make the organization, its customer experience, and its offerings, match the identity that is being instilled.**

# #5: Target Markets

- How to Select Target Markets:
  - 1. Understanding Broad Traveler Market Segments**
    - Understand the broad traveler market segments (Population Groups) that are available to attract.
  - 2. Conducting a Visitor Intercept Study/Visitor Research Study**
    - Conduct a visitor study to hear directly from your own visitors on their preferences and perspectives.
  - 3. Clearly Define Your Current and Potential Visitors**
    - Understand Who is Visiting, and Who Might Visit the Attraction.
  - 4. Assessing the Trends in Traveler Markets, Potential Market Niches, Technology and More**
    - Understand how the visitor behavior of your current and potential visitors will be affected in the future by external events.
  - 5. Reviewing the Scope and Quality of Tourism Assets and Resources Against Current Visitors and Potential Visitors**
    - Analyze the tourism assets and resources available near the Byway and determine how they align with visitor markets.
  - 6. Selection of Most Lucrative Target Markets**
    - Target Visitor markets that best appeal to the Byway asset and resource offerings are most efficient in attracting visitors.



\*Note: For purposes of this report, our generational cutoffs are based on those outlined by Pew Research Center, and we acknowledge that there is no clear consensus on the cutoff date between Millennials and Gen-Z. Population data is as of July 1<sup>st</sup>, 2014, the latest available per the Census Bureau. Assuming a

# How is it Done?

- **Effective Marketing requires that the targets be defined precisely to ensure that every dollar spent lands communications directly in front of potential visitors.**
- **Numerous Byways Hire Consultant Firms to Undertake Such Efforts.**
  - Analyzing inhouse data can also be useful.
    - Website Visits
    - Social Media Interactions

## TOP COUNTRIES – USERS (within last 12 months) – 112 countries total

- |                                |                         |
|--------------------------------|-------------------------|
| 1. United States (appx 89,000) | 6. United Kingdom (119) |
| 2. Canada (960)                | 7. Indonesia (77)       |
| 3. China (935)                 | 8. Ireland (69)         |
| 4. India (183)                 | 9. Philippines (62)     |
| 5. Germany (121)               | 10. Netherlands (56)    |

## TOP STATES – USERS (within last 12 months) – states with at least 1,000 users

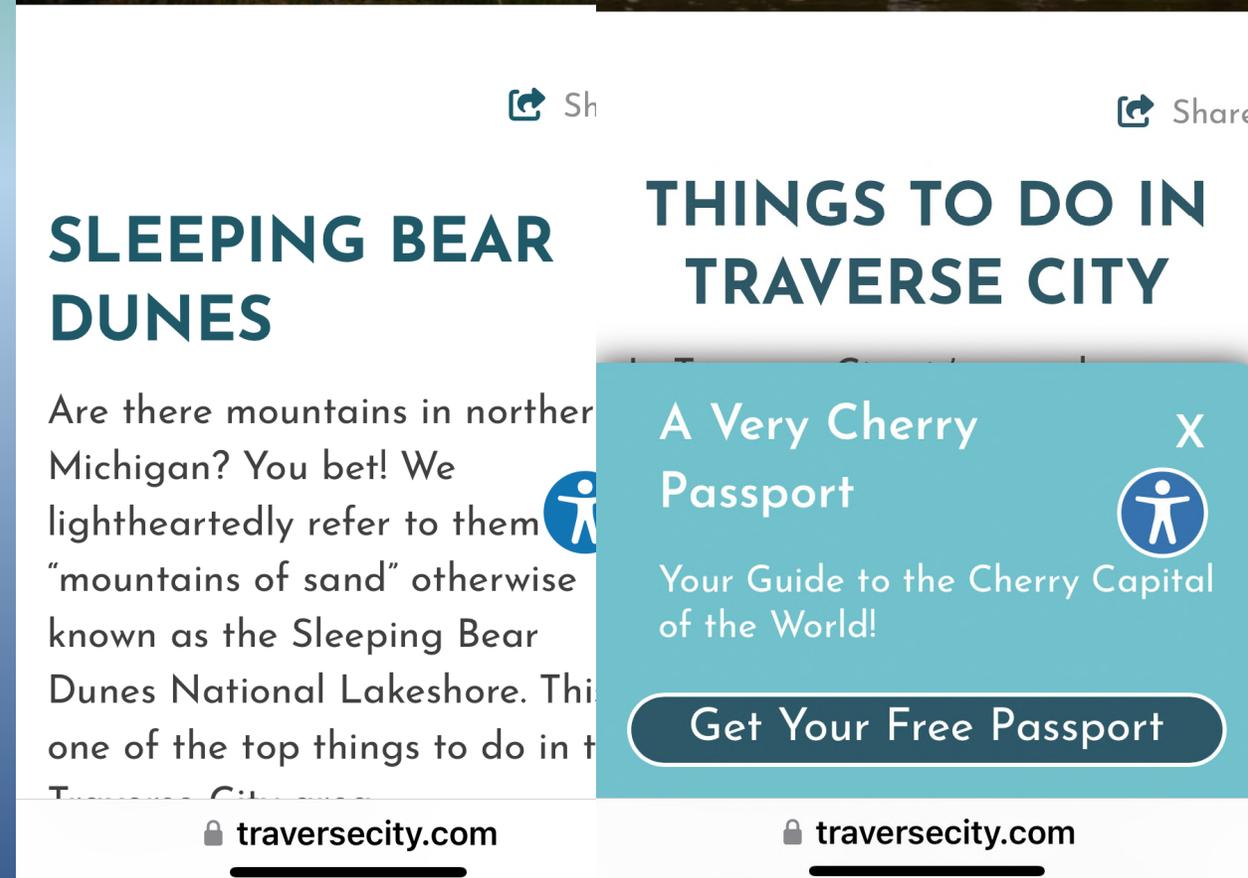
- |                      |                           |
|----------------------|---------------------------|
| 1. Michigan (47,342) | 6. Illinois (3,067)       |
| 2. Virginia (9,748)  | 7. New York (2,811)       |
| 3. Ohio (5,344)      | 8. Indiana (2,536)        |
| 4. Georgia (3,452)   | 9. North Carolina (2,187) |
| 5. Florida (3,144)   | 10. Pennsylvania (1,577)  |

## TOP CITIES – USERS (within last 12 months) + user numbers

|                  |       |                               |     |
|------------------|-------|-------------------------------|-----|
| (not set)        | 15815 | Flint                         | 279 |
| Ashburn          | 7067  | Onaway                        | 275 |
| Detroit          | 5363  | Boston                        | 273 |
| Alpena           | 2349  | Muskegon                      | 265 |
| Chicago          | 2284  | Petoskey                      | 265 |
| Oscoda           | 2013  | Westland                      | 258 |
| Grand Rapids     | 1499  | Sterling Heights              | 232 |
| Columbus         | 1316  | Nashville                     | 230 |
| Atlanta          | 1182  | Moses Lake                    | 227 |
| New York         | 1082  | Canton                        | 219 |
| Alma             | 911   | Traverse City                 | 219 |
| Midland          | 710   | Farmington Hills              | 215 |
| Ann Arbor        | 615   | Grand Blanc Township          | 213 |
| Cheboygan        | 570   | Rochester Hills               | 212 |
| Denver           | 548   | Toronto                       | 212 |
| Lansing          | 542   | Dearborn                      | 211 |
| Saginaw          | 508   | Royal Oak                     | 211 |
| Bay City         | 460   | Orion Township                | 210 |
| Au Gres          | 436   | Brighton                      | 209 |
| Clinton Township | 360   | Garfield Township             | 209 |
| Cincinnati       | 359   | Greenville                    | 208 |
| Troy             | 356   | Honolulu                      | 205 |
| Warren           | 350   | Washington                    | 204 |
| Rogers City      | 324   | Independence charter Township | 203 |
| Gaylord          | 302   | Kalamazoo                     | 201 |
| Dallas           | 300   |                               |     |
| Livonia          | 298   |                               |     |

# #6: Destination Experience Development

- In recent years, the tourism industry has become saturated with opportunities, given that, Guest Desires have shifted to a more Experience Oriented Trip.
  - **Customers value being swept up into an experience that lets them slip the bounds of time and truly relax.**
  - **They want Made to Order Moments, breakthrough, astounding things, with plenty of magic to boot.**



# Destination Experience Development

- Every Great Experience Starts with a Good Story
  - The best stories are a journey through an experience, described in a way that engages the customer's emotions, and enabling them to envision themselves in the experience.
  - Be Sure to Choreograph your Experience the Best you Can.
- Creating Transforming Experiences
  - Design of transformational experiences is not a once and done, it requires near constant analysis of the experience to address any unsavory elements that exist.



MASS OF NATIVE COPPER ON THE ONTOGONON RIVER

## History worth visiting.

### The First Immigrants

Archaeologists have found evidence of prehistoric peoples in the area dating back 7,000 years. They mined and traded copper in the area prior to the arrival of the Anishinaabeg. The Anishinaabeg harvested and celebrated resources the area provided, including fish, game, and copper. By the middle of the 19th century much of the Anishinaabeg land was ceded to the United States, but as some of the Copper Country's first immigrants, their impact on the area is undeniable.

## Real grit.

### The Copper Revolution

In 1841, Douglass Houghton, Michigan's first state geologist, filed surveys and reports demonstrating an abundance of copper in the region. It was the start of the area's copper boom. The Calumet and Hecla Mining Company (C&H) and the Quincy Mining Company came to dominate the Michigan copper industry. From 1867-1882, the companies represented the greatest longevity, production, and technical innovation in the world.

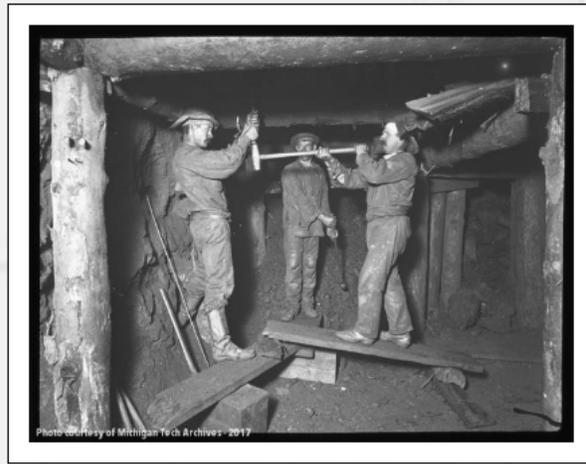


Photo courtesy of Michigan Tech Archives - 2017



## Real growth.

### The Height of Prosperity

During this time, C&H alone accounted for more than half of the nation's copper. As late as 1882, C&H accounted for 63 percent of the total U.S. copper production.

# How to Create a Transformative Experience

## 1. Create an emotional journey

- Don't just focus on what people are going to see and read, but how they are going to feel, and how you want them to feel.

## 2. Go to as many other events and experiences as possible

- Go to as many surrounding events and experiences put on by others as you can to gain a better understanding of what target markets the experiences were created for, and the differences in market offerings.

## 3. Be a storyteller

- The entire experience must be planned, yet still allow for serendipitous responses and interaction, allowing for development of emotional connections.

## 4. Think visually

- Design a color palette that reflects the tone you want to set, think about iconography and imagery that can support it.

## 5. Less is more

- Concentrate on the story and the message, and don't muddy the waters with too many visual elements and too confusing an environment.

## 6. Be focused

- Sometimes it's not best to get opinions too early in the creative process. What is in your mind may not translate too well until it is fully formed and brought to life.

## 7. Remember the people are the experience

- The experience and the transformation occurs within the individual. They must have the time and space to respond to the information, stimulation and environment.

# #7: Transition from Membership to Marketing Partnership

- Traditional funding activities rely on membership funds to pursue Marketing plans and advertisements.
  - This approach has become outdated.
- **The Partnership Model**
  - This Process requires seeing the entire region as the destination.
    - Commonly Undertaken by Destination Marketing Organization (DMO)
  - Advertisements are done from a destination perspective, ensuring all aspects are equally represented.



## Things to Do Along the Tunnel of Trees

09/13/23



You've heard of the Tunnel of Trees... but the best part (or maybe second best) is the places you can stop along the way. As you navigate this Michigan wonder of the Tunnel of Trees through Harbor Springs, Good Hart, and Cross Village be sure to check out a couple of these great places.

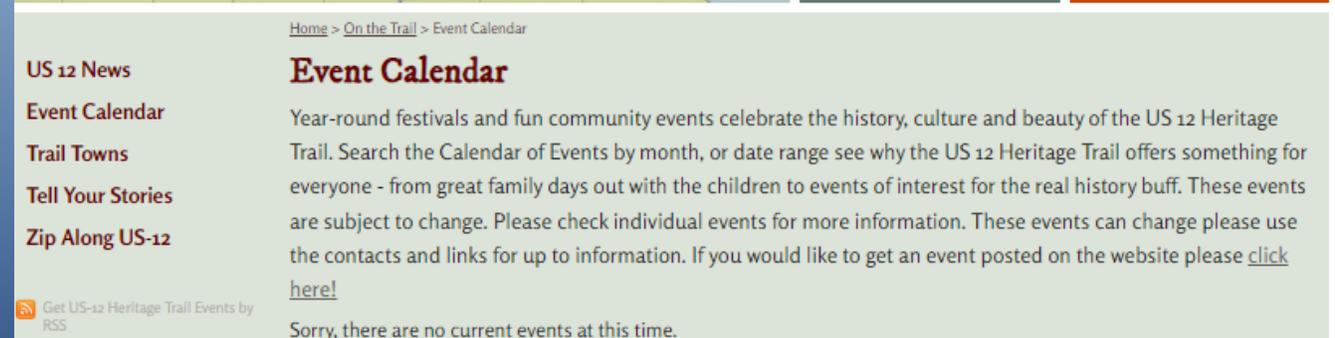
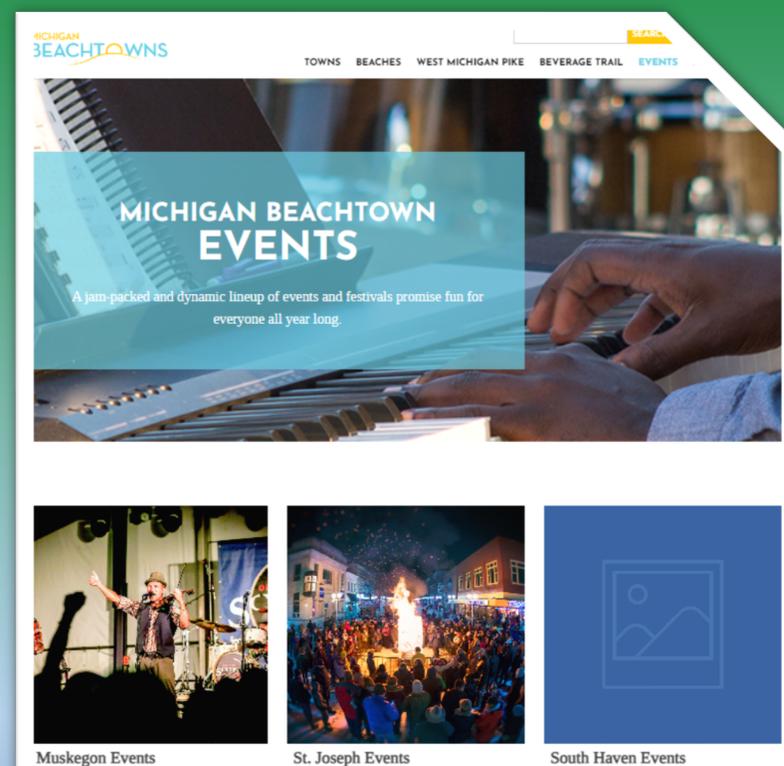
### Downtown Harbor Springs

Harbor Springs is a picture-perfect quaint small town. Or as I call it, "my hometown"! There are many little shops to visit and spots to find unique keepsakes like at HANNI Gallery – for unique handmade jewelry and other gifts. And for how small the town is (just 4 blocks) there are quite a few places to eat breakfast, lunch, or dinner. No matter the route you take your path should cross through Downtown Harbor Springs. Some can't-miss places to find a meal or a snack here are:

- [Gurney's Bottle Shop](#) – there is a deli inside where you can get a huge sandwich on homemade bread, don't forget the deli sauce!
- [Small Batch at the Cupola](#) for breakfast or brunch – think freshly made, amazing, and unique tastes. The location of the restaurant is a little difficult to find but is well worth the visit for its atmosphere and most especially the food. I love the 'Thighmaster' sandwich with crispy chicken thigh, slaw, and sriracha aioli, on grilled brioche, and comes with fries. It sounds messy and it is, but

# How do we do this?

- Regardless of Organizational Structure the goal is to Market your area not just your Roadway.
- Potential Visitors need all information available.
- Don't take away from a DMO, partner for better representation.
  - Offer advertisement of events & services.
  - Redundancy is Key.



# Case Study: The Sunrise Coast

Us23heritageroute.org

Visitalpena.com

**Show Attractions on the Map**

Select an icon below to add or remove Attractions on the map. [Clear the map.](#)

- [Accommodation](#)
- [Agriculture](#)
- [Amusement Park](#)
- [Bike Shop or Rental](#)
- [Birding Sites](#)
- [Boat Launch](#)
- [Campground](#)
- [Culture](#)
- [Education & Libraries](#)

**Aspena MICHIGAN**

Log In

- Select All
- Attractions
- Downtown District
- Family Fun
- Farms & Markets
- Food & Drink
- Murals
- Museum, Arts & Culture
- Museum, Arts & Culture
- On Land
- On Water
- Open Year Round
- Relax & Rejuvenate
- Shopping

Powered by **VisitWidget**

# #8: Verification of Economic Impact of Tourism on the Destination

- Scenic Byways Are Economic Drivers And Job Creators
  - Generally, Byways draw in new visitors to an area, and that results in real employment gains, as 100 new traveling parties to a destination can create the equivalent of one new job. (1,000 traveling parties = 10 new jobs)
    - **Recent Analysis of the Paul Bunyan Byway showed \$21.2 million added to the economic output of the regional economy between 2000-2010.**
- Byways Attract A Huge Visitor Market
  - **Approximately 62 million Americans are particularly attracted**
- How to Prove Economic Value
  1. **Guage Visitor Populations (Local v. Overnight)**
  2. **Calculate Employment Contributions Across Industries**
  3. **Determine Revenue and Employment Impact**
  4. **Formulate Results Around Lost Revenue**

# Case Study: The Tunnel of Trees

## 1. Gauge visitor Populations

- Recognize the Little Traverse Wheel way as a major driver of visits to the Byway.
  - **Large Share of Users on Bicycles**
    - **Bicyclists Primary stay Overnight for Multi-day Excursions.**
- Is there a large population center adjacent to the byway?
  - **No**
    - **The majority of users are travelling to the byway not local Users.**
- How are users traversing the byway?
  - **Bicycle Users need closer amenities than motor-vehicle users.**
- This Allows Extrapolation of Employment Contributions

# Case Study: The Tunnel of Trees

2. Calculate Employment Contributions Across Industries (1,000 traveling parties = 10 new jobs)

- Bicyclists Undertaking Multi-day Excursions
  - **Contributes to Lodging & Hospitality**
    - 5 Jobs
- Users Primarily Travel to Byway
  - **Fuel & Hospitality Contributions**
    - 2 Jobs
- Byway Users Requiring Near Amenities
  - **Hospitality Contributions**
    - 3 Jobs

# Case Study: The Tunnel of Trees

## 3. Determine Revenue and Employment Impact

- Multi-day Excursions Contributes to Lodging & Hospitality
  - **5 Jobs (\$15/hr x 20 hrs x 5) & 3 Nights Stay Each (3 Nights x \$200)**
- Travel to Byway Contributes to Fuel & Hospitality
  - **2 Jobs (\$15/hr x 20 hrs x 2) & Excursion Expenditures (\$100 Base Cost)**
- Users Requiring Near Amenities Contributes to Hospitality
  - **3 Jobs (\$15/hr x 20 hrs x 3) & Meal Expenditures (\$100 Base Cost)**

# Case Study: The Tunnel of Trees

## 4. Formulate Results Around Lost Revenue

- Multi-day Excursions Contributes to Lodging & Hospitality
  - **Loss of 5 Jobs (\$1500) & Loss of 3 Nights Stay Each (\$600 x 1000 Visitors)**
    - = 601,500 Lost Revenue
- Travel to Byway Contributes to Fuel & Hospitality
  - **Loss of 2 Jobs (\$600) & Loss of Excursion Expenditures (\$100 Base Cost x 1000 Visitors)**
    - = \$100,600 Lost Revenue
- Users Requiring Near Amenities Contributes to Hospitality
  - **Loss of 3 Jobs (\$900) & Loss of Meal Expenditures (\$100 Base Cost x 1000 Visitors)**
    - = \$100,900 Lost Revenue

**Total Revenue Loss: \$803,000**

**Tax Revenue Loss (\$803,000 x .06): \$48,000**



# Strategic Planning

- Traditionally, Marketing is done from a supplier perspective focused on resources available to visitors.
  - **A destination approach seeks to advertise based on the Sum of activities the area offers.**
- Envisioning what a region looks like, and acts like to a visitor is crucial in creating a vision that creates the best experience for the visitor.
  - **The best visions paint a picture of what the future looks like and what the organization must do to make it a reality.**
  - **Each visitor experience begins with the primary driver for the trip, with supplemental activities arranged cohesively.**
  - **Contradictions to your Marketed vision may leave your destination's experience feeling disjointed and limit return visitors.**

# Strategic Planning

- Questions to Consider when understanding your current Vision
  - How do we want visitors to perceive the Byway?
  - What do we want them to do when they arrive?
  - How do we want them to feel when they arrive?
  - How should locals' welcome people who they know are not local?
  - What things enhance their experience?



# How to Develop Your Vision

## 1. Start with Words and Headlines

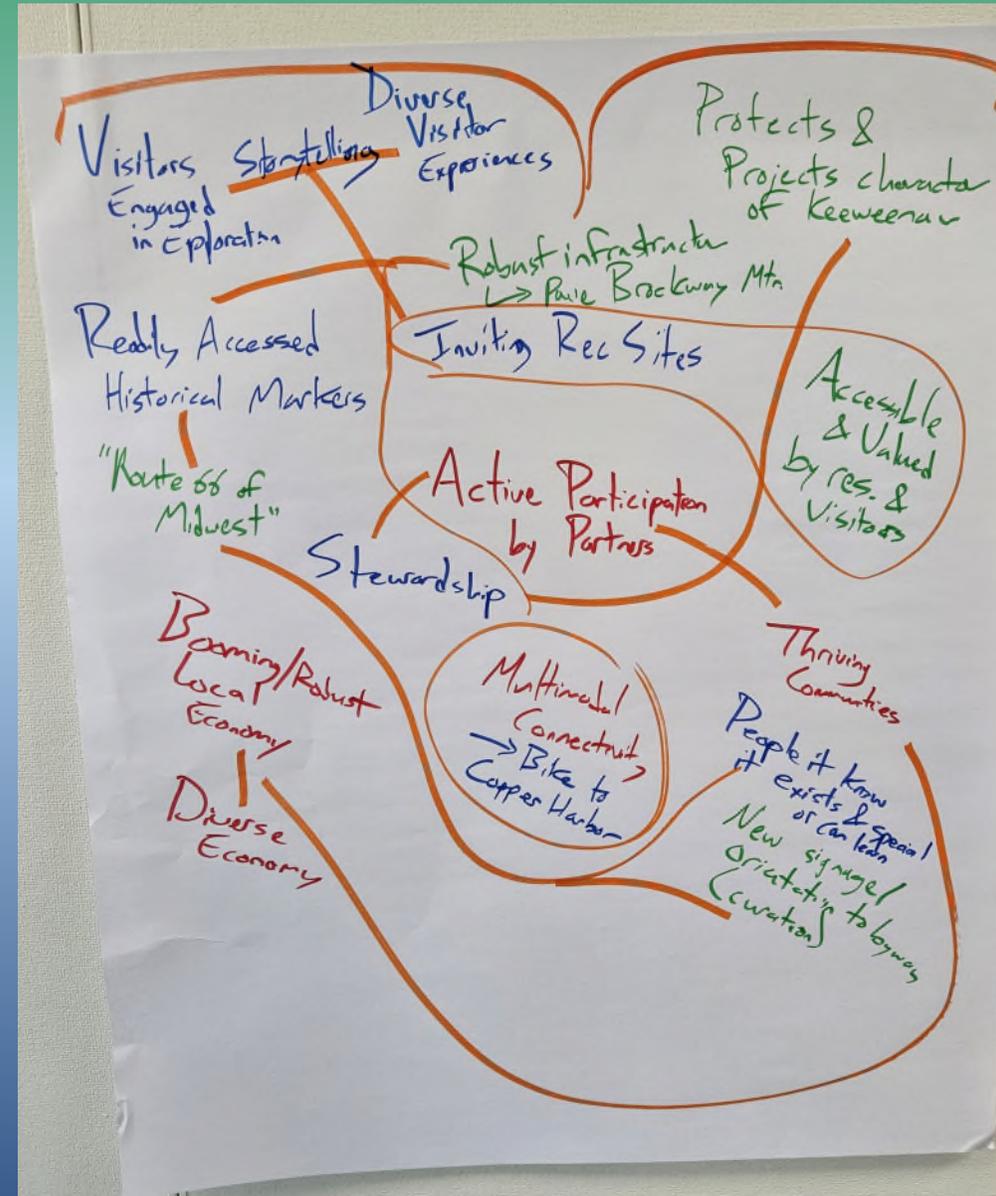
- Articulating single words or short phrases that describe the destination like “Americana” are crucial to developing a vision that is accurate 20 years in the Future.

## 2. An Initial Strategy to Support the Vision

- A good strategy is not complicated and is essentially the exercise of making decisions about what will, and what will not, be done, along the way.

## 3. The Strategy's Outcome

- The desired outcome of the strategic planning process is to establish a concrete competitive advantage for the Byway.



# #10: Business & Marketing Plan

- Following Creation of Your Vision it is time for Implementation
  - **Business Plan**
    - Generally Focuses on Funding & Development
      - Primary Funding Recourses
        - Events (5K/Triathlons)
        - Membership
        - Donations
        - Governmental Contributions
  - **Marketing Plan**
    - Two Primary Goals In Marketing
      - Membership Growth
        - Constant Growth in Membership Facilitates Information Exchange
      - Visitor Attraction
        - Ensure a High-Quality Visitor Experience to Drive Subsequent Visits



## Volcanic Legacy Community Partnership DMO Plan

Part One: Visitor Focused Marketing Plan

Part Two: Member/Supported Focused Marketing  
Plan

# #11: Product Development

- In conjecture with your Vision and Marketing Plan, you want to create experiences for the User.
- Itinerary Creation is Highly Recommended
  - Itineraries are Built from your SWOT Analysis and Resource inventory
  - Utilizing your Strengths facilitates a Transformative Experience
- Numerous Target Markets can be attracted through Itinerary Creation
  - Assists in Specialization

## Arkansas Great River Road Scenic Byway All American Road

*Journey Into the Heart of the Delta*



5 Days/4 Nights

Gateway City: Jonesboro, Arkansas

# How Do We Develop Products?

- **Develop Itineraries as Vacations**
  - Outline Specific Days of Travel and Activities
- **How Should it be Organized?**
  1. Introductory Story
  2. Byway Touring Description
  3. Points of Interest
  4. Attraction Listing Based on Direction of Travel
  5. Accommodations
  6. Meal Suggestions Based on Travel
  7. Other Relative Information
- **The Goal is to Provide All Visitors the Information Needed to Experience Your Destination**

## Volcanic Legacy Scenic Byway All-American Road

*Furmaroles, Mud Pots and Lava Tubes*



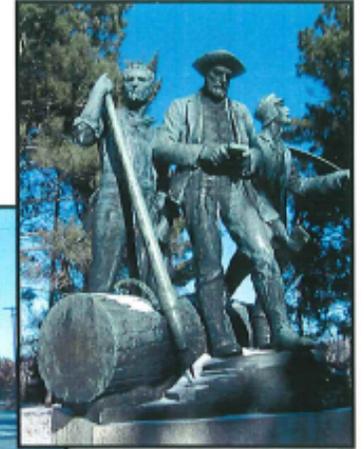
6 Days/5 Nights

Gateway City: Reno, Nevada

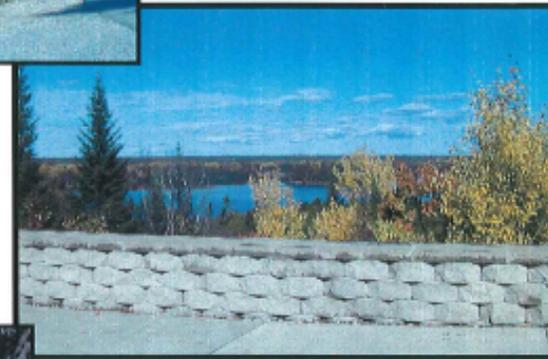
# #12: Tactical Implementation

- **To Build Upon the Work You Do, Policies and Procedures should be in place to make marketing activities continuous**
  - Implement the Business & Marketing Plan
    - Cohesion with the Corridor Management Plan is a Great First Step
- **Any Byway can be Re-energized**
  - Through the 12 steps, any committee can transform their Marketing & Management
- **As You Implement the Byway Committee's Goals, Adequate Record Keeping is Recommended**
  - Construction, Investment, & Planning Records Ensure Practices Aren't Lost

River Road  
Scenic Byway

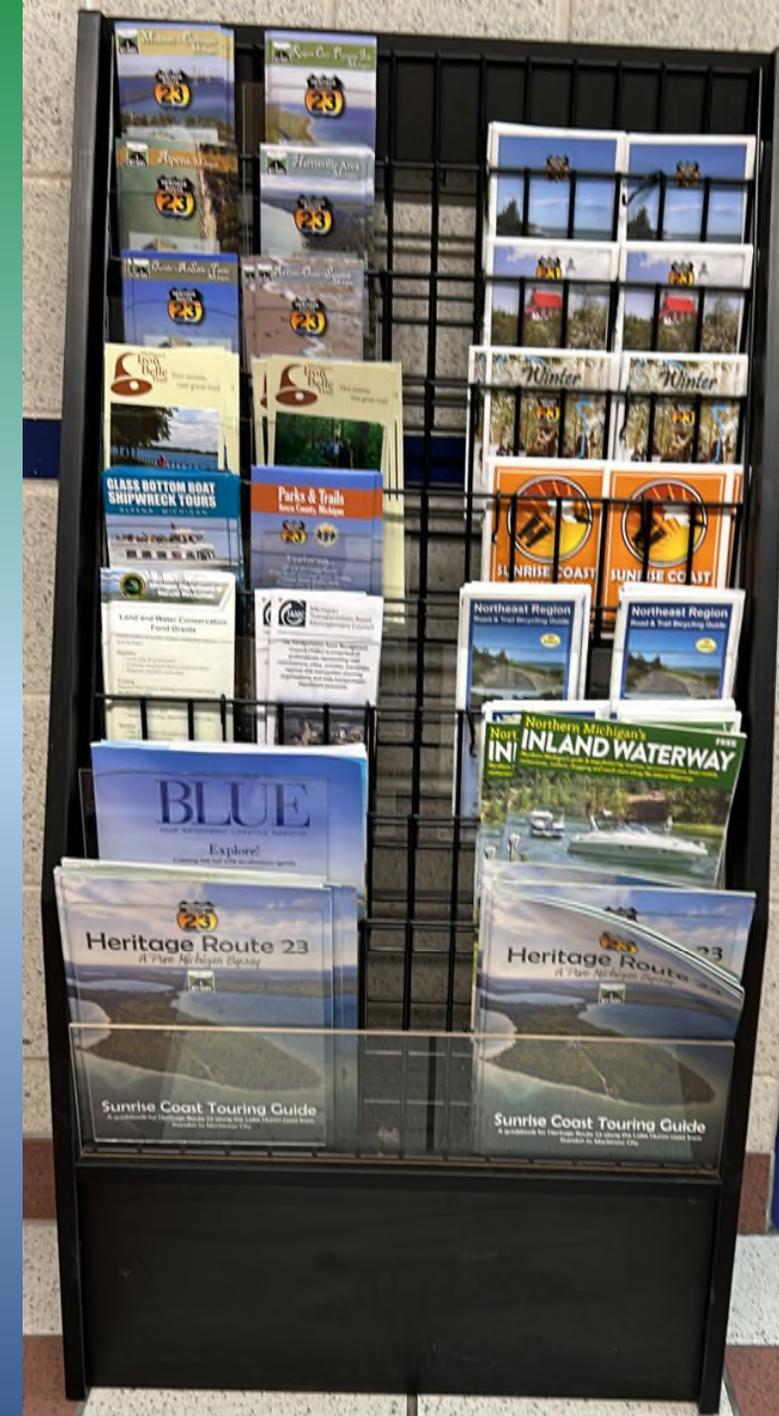


Corridor  
Management  
Plan



# How Do We Market?

- Currently, Marketing is done at various scales across the state.
- Most Commonly, Byway Marketing is confined to print materials and websites.
- Who are we missing with this approach?
  - Further Spread Individuals (Outside of Michigan/Abroad)
  - Those Less Tech Savvy
  - Young Adults



# Who's Visiting Byways?

- **Within America, there is a vast Visitor Population**
  - **Primary Distinctions in Visitor Markets Surround Age and Income.**
    - **Age: Three Primary Traveling Generations**
      - Baby Boomers (74 Million)
      - Generation X (83 Million)
      - Millennials (86 Million)
    - **Income:**
      - **Households with Discretionary Income (42% of Households Make Over 75K)**
        - 62 Million Adults
          - High Expenditure Visitor Population
- **Byways Attract A Huge Visitor Market**
  - **Approximately 62 million Americans are particularly attracted**



**America's Leisure Travelers**

# So Who Is Our Primary Markets?

## Cultural and Heritage Travelers

- **Mostly Baby Boomers who spend more, explore more locations, and travel more will be a primary market for the product for the next 30 years.**



## Time Deprived, Stressed Out, Exhausted Professionals

- **Americans (70%) who work with their heads instead of their hands, mostly Generation Xers, who are constantly connected, overworked, balancing family and work needs, and need to get away to reenergize.**



## Enterprising Millennials

- **Guests who want absolutely every little detail of their experience spelled out, so they can check out every component before they travel, yet still want the whole experience of searching and participating to be enjoyable.**



# Target Market Persona

## Typical Cultural and Heritage Boomer Persona

- 55 and older, married couples, no children at home, grown children, some with grandchildren
- Value their health, financial well-being, homes, and communities
- 90% Caucasian
- Average income \$82K
- Travel extensively in the US
- 70% have attended college
- Work in professional and managerial careers
- Read history, biographies, listen to news and talk television
- Live in stable, single family neighborhoods
- Very comfortable online
- Exploration travel planners

## Typical Generation X Time Deprived, Stressed Out, Exhausted Persona

- Middle aged couples
- Live in suburban neighborhoods
- Own their own homes
- Homes have the latest devices and equipment
- Older children at home
- Both adults working
- Work in professional and managerial jobs
- Two cars, mortgage payments
- Travel regionally and domestically
- Involved with both friends and family, often sandwich generation
- Life focused on home, home improvement, some DIY
- Technology conversant
- Cautious travel planners

## Typical Enterprising Millennial Persona

- Young educated working professionals
- Singles live alone or share
- 43% married couples
- 35% significantly above average incomes
- Working in management, finance, technology, sales and administration
- Young and mobile
- Cell phone and email to stay connected, comfortable doing everything online
- Travel in the US often
- Environmentally conscious
- Listen to talk radio, alternative broadcast and sports
- Eat out regularly
- Detailed travel planners

# Marketing Specialization

- **Now that we have identified the Target Markets for Byways, we can discuss how to target these markets.**
- **Specialized Offerings can Increase visitor appeal, but too specialized marketing may prevent widespread appeal to visitors.**
  - **A best practice has been to increase specialization and integrate it within generalized marketing.**

## Volcanic Legacy Scenic Byway All-American Road

*Listen to the Past*



5 Days/4 Nights

Gateway City: Klamath Falls, Oregon

# What does this look like?

Specialized Offerings can be Marketed numerous ways!!

Maps



Home > History & Culture

## History & Culture

Interest Areas  
Share Your Story!

Explore the long history and interesting cultural activities along the US-12 Heritage Trail. Click on the icons to the left of the map to select fun things to do!

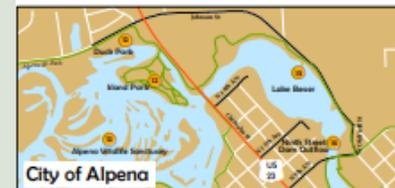
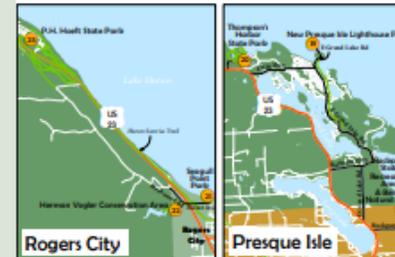
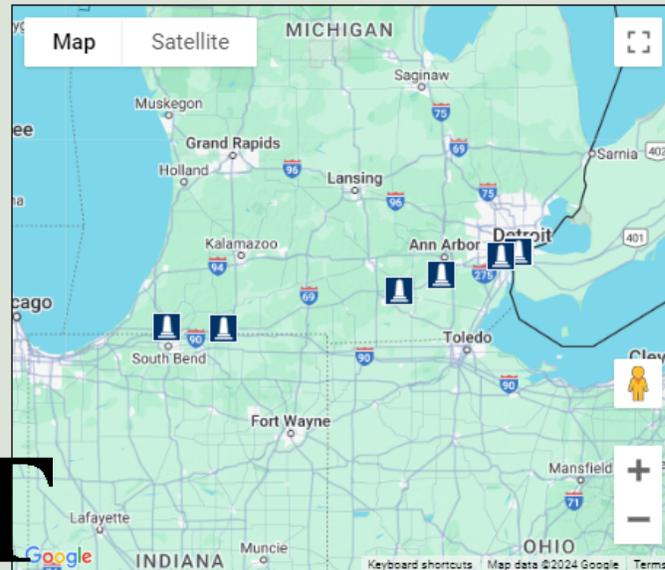


Downtown Buchanan

Show Places on the Map

Click an icon below to add or remove places on the map.

- Art
- Campground
- Culture
- Distillery
- Education
- Historic Site
- Lodging and Resorts
- Museum
- Other
- Park
- Weather



# What does this look like?

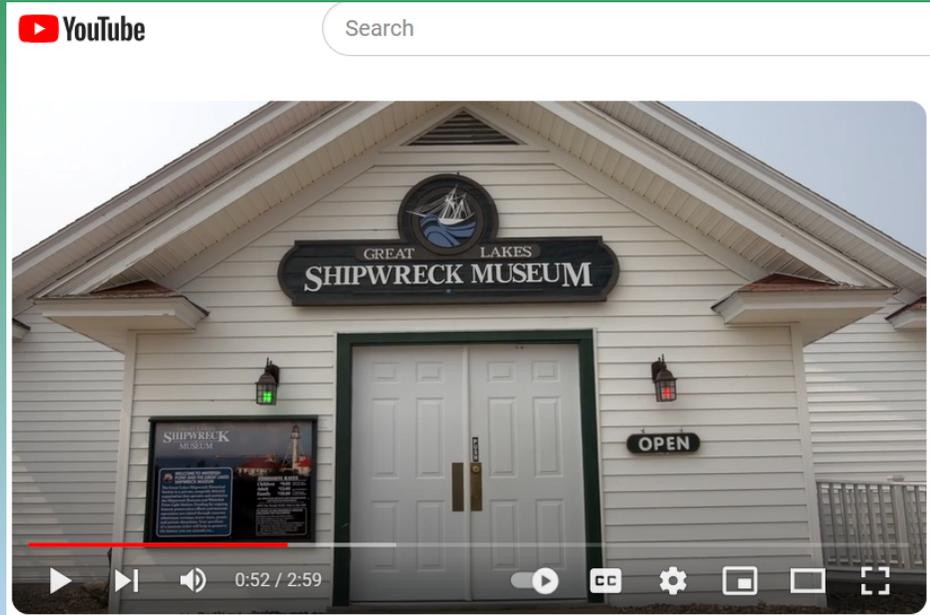
Videos



Andrew Shandro and Slash at Copper Harbor, MI

 **Trek Bicycle**  
230K subscribers [Subscribe](#)

There's more to see on 23!



Tahquamenon Scenic Byway Stories: Logging and Maritime History

 **ExploreM123**  
55 subscribers [Subscribe](#) [7](#) [Share](#) [...](#)



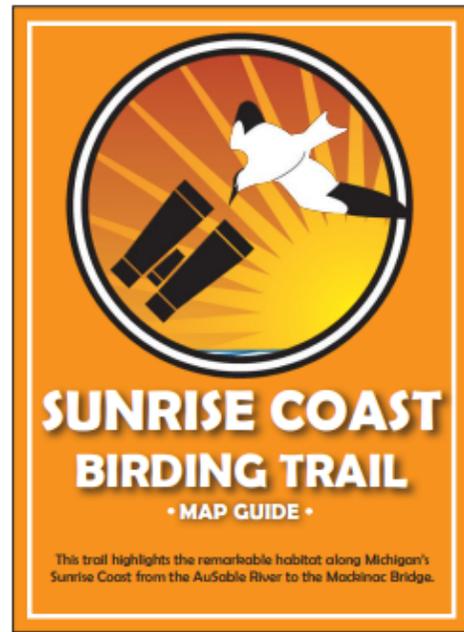
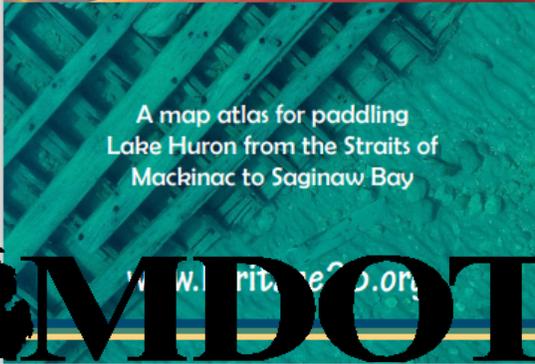
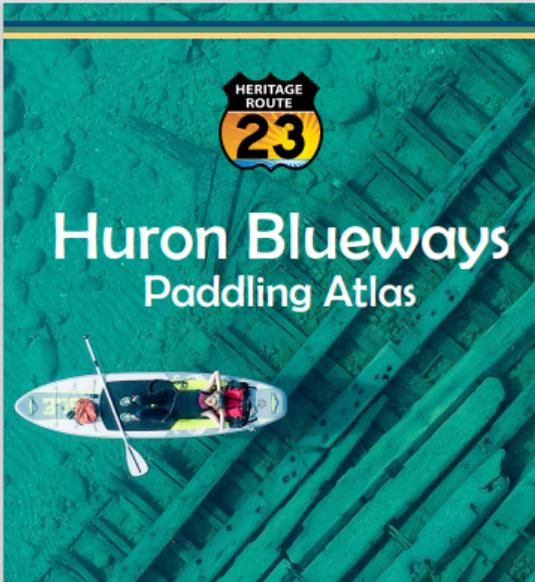
Watch on  YouTube

Financial assistance for this project was provided, in part, by the Michigan Coastal Zone Management Program, Office of the Great Lakes, Department of Environmental Quality, under the National Coastal Zone Management Program, through a grant from the National Oceanic and Atmospheric Administration, U.S. Department of Commerce.



# What does this look like?

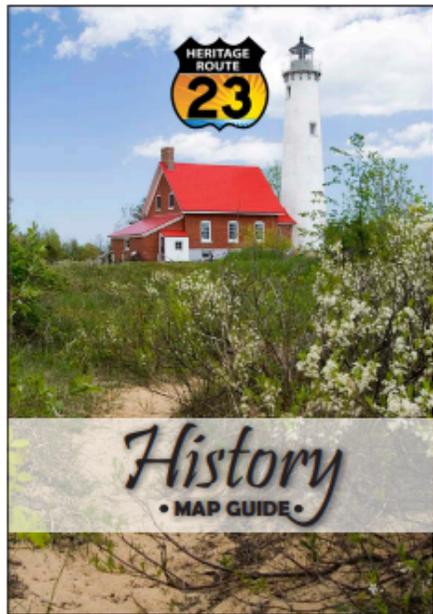
Print Materials



**Code of Ethics**  
The Sunrise Coast Birding Trail endorses the American Birding Association's code of ethics and encourages all visitors to do the same. [www.aba.org/about/ethics.html](http://www.aba.org/about/ethics.html)

**Key**

|  |  |
|--|--|
| <b>P</b> Parking - Site has a parking lot or suitable area for vehicles.                                       | <b>Kayak/Canoe Access</b> - Site has an access suitable for kayaking and canoes.     |
| <b>Restrooms</b> - Site has a porta-toilet or more formal facilities available for public use.                 | <b>Boat Launch</b> - Site has an access suitable for launching motorized watercraft. |
| <b>Formal Viewing</b> - Site has a shelter, boardwalk, tower, or other structure for wildlife viewing.         | <b>Fee</b> - Site requires an entrance fee.  |
| <b>Paved Trail</b> - Site has paved trails for hiking to the interior areas of the site.                       | <b>Picnic</b> - Site has picnic areas.   |
| <b>Trail</b> - Site has unpaved trails for hiking to the interior areas of the site.                           | <b>Red-headed Woodpecker</b>   |
| <b>Universal Accessibility</b> - Site has universally-accessible features to gain access to areas of the site. |  |
| <b>Winter Access</b> - Site is plowed and accessible in the winter.  |  |



**43. Mackinaw Heritage Village**  
Heritage Village recreates the period between 1880-1917. The 40-acre site features historic buildings including a one-room School House, a 1900 Pestilence House, Heritage Chapel, a restored log home, a sawmill, a Native American plank house, hiking trails, and Nature Center. Visit the village any day and take advantage of the Audio Tour. **Location:** From US 23 in Mackinaw City, follow Route 31 to Central Ave. (right) through downtown. Head west to 1425 W. Central Ave. [mackinawhistory.org](http://mackinawhistory.org)

**44. McGulpin Point Lighthouse**  
McGulpin Point Lighthouse protected shipping on the Straits of Mackinac against storms, fog and rocks between 1869 and 1906. The site is approximately 10 acres and is a half mile north of the Headlands. It includes 536 feet of shoreline on the Straits with a commanding view of the Mackinac Bridge. **Location:** From US 23 in Mackinaw City, take Route 31 to Central Ave. (turn left). Head west to Headlands Rd. (turn right). [mcgulpinpoint.org](http://mcgulpinpoint.org)

**The Big Rock at McGulpin Point** About 390 years ago, pilgrims momentarily set foot on the Eastern seaboard of the U.S. and Plymouth Rock was christened an enduring symbol of American settlement. But 395 years ago, French explorers were plying the Straits of Mackinac and using a rock at least five times the size of Plymouth's to gauge water levels as they navigated in canoes along the tumultuous waters between Michigan's Upper and Lower Peninsulas. McGulpin Rock has been observed since at least 1605 as an aid to navigation for French explorers around the time voyager Etienne Brule was traveling the Great Lakes. Native Americans used it much earlier. McGulpin Rock and the Straits of Mackinac history, while as significant and formative as the East Coast events, has remained largely out of textbooks because it was mainly the English who wrote early U.S. history, not the French, according to Sandy Planisek, a Mackinaw City resident, historian and author. **Dimensions:** 33.8' horizontal circumference; 37' vertical circumference; 9' in height; weighs 54 tons.



## The Tahquamenon Scenic Byway Birding Along the Byway

Whitefish Point is designated an important bird area by the National Audubon Society, which has classified the migratory patterns of certain species and the appearance of others as globally significant. This area is the number one site in the country for owl banding, with some spring seasons producing over 600 bandings on one count alone. It is also one of the nation's most diverse migration spots for owls. Eight species have been banded here during the 20-plus years of the ongoing study that tracks owl population trends. Visitors can watch 'banders' weigh and measure the owls, dusk to dawn nightly, and may even get to personally send them skyward.

Whitefish Point Bird Observatory's annual Spring Fling is a good time to catch migration at its peak and attend seminars, like bird identification by sounds. This location is famous for the large variety, the migration of certain species and being one of the leading observatories in the country. Spring and fall are the ideal time for birders to come to this area and observe the many species that travel through the area. Included are the migrations of Hawk, Loon, Eagles, Falcons, Owls and songbirds. The bird enthusiasts of the area compile statistics of the different species each year. Annually, over 300 different species have been spotted and recorded. The beaches and sand dunes of the Lake Superior Shoreline are also protected areas during the nesting season of the piping plover.

**Birding Fast Facts**

- Annually, over 300 different species have been spotted and recorded.
- Whitefish Point is designated an important bird area by the National Audubon Society.
- The practice of conservation and lawful protection of certain shorelines, forests and wildlife areas ensure that the lands that these animals call home will remain intact for future generations to see and enjoy.

Contact: Whitefish Point Bird Observatory  
Phone: (906) 492-3596  
Website: [www.wpbo.org](http://www.wpbo.org)



# Specialization & Branding

- **Specialized Visitor Offerings are key tools in establishing or changing your Brand.**
- **A Specialization can help one's Brand stand out.**
  - Standardized Target Markets
  - Unique Event Offerings
  - Identifiable Qualities
- **Through Specialization, Many differing Visitor Experiences can Coexist**



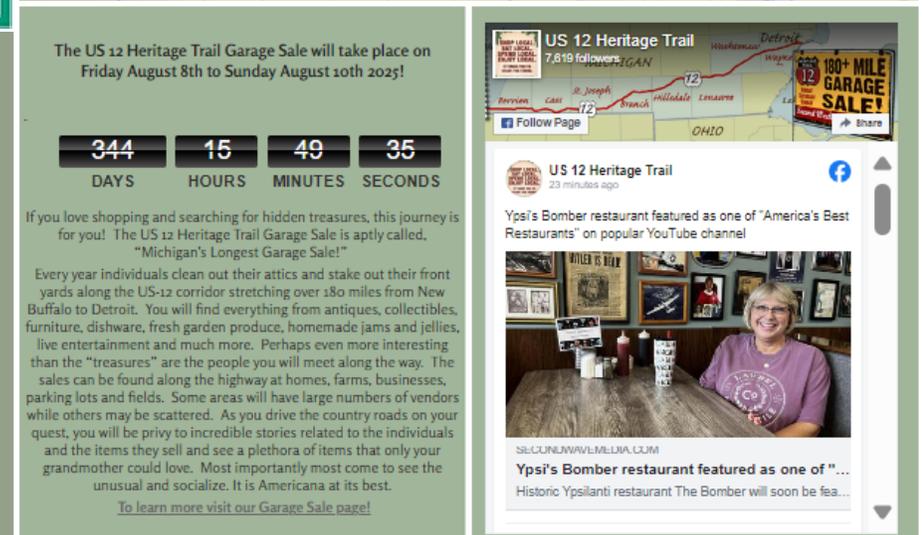
# Branding

- A Brand is normally established by being the first into the marketplace.
- Visitor Experience is a crucial factor in Brand Identity & Perception
  - Your Experience is Your Brand
- Look at Coca-Cola
- Let's take a look at Our Branding.



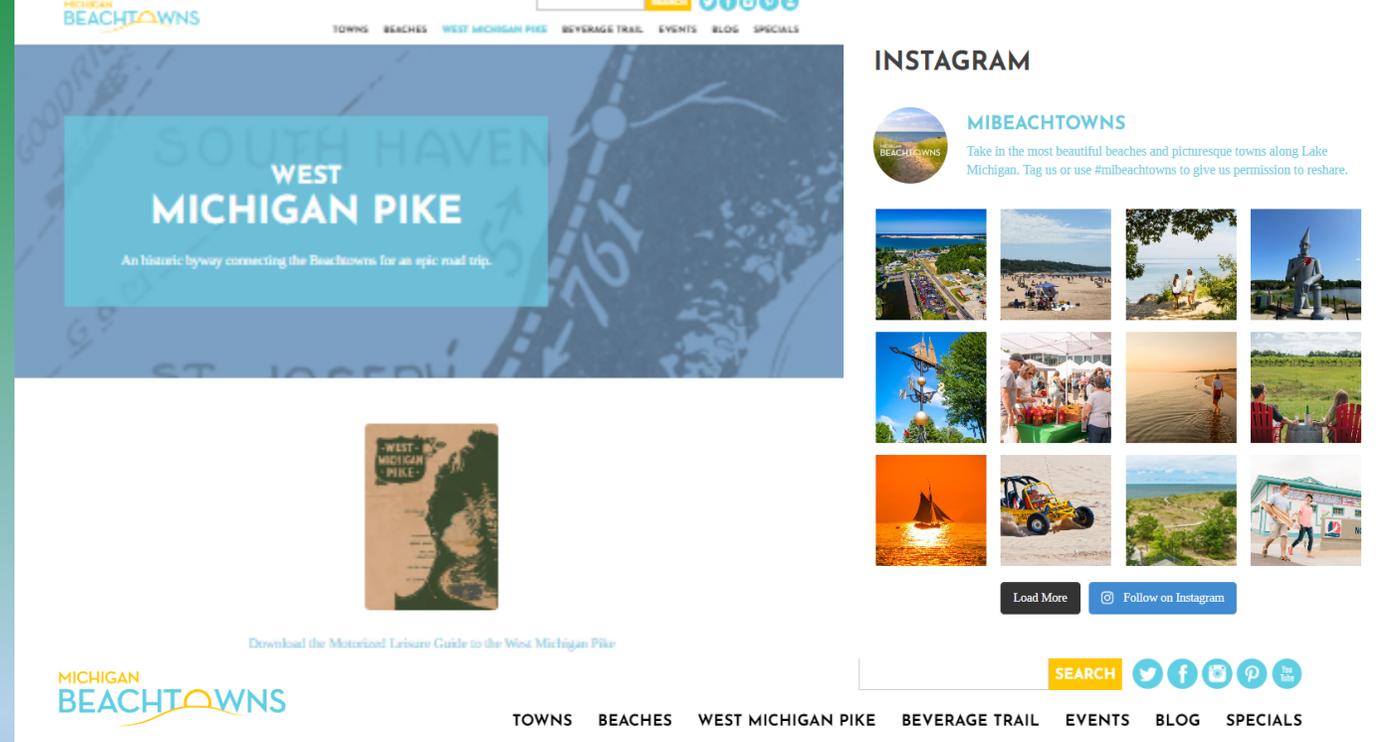
# Branding Analysis

- Determine Your Current Positioning in Visitors Minds
- Visitor's Perceptions are Formed Around Their First Interaction
- Common First Interactions
  - Logo
  - Website
  - Word of Mouth



# Branding Analysis

- **Determine What Position You Want to Own**
  - Consciously and precisely determine how you want your Byway to be viewed, then offer a unique experience to support desired identity.
- **Destination Experience & Inventory of Destination Resources Should be Primary Influences**
- **Each Byway Should be Unique in the Visitor's Mind**



# Branding Analysis

- Sustain Year After Year so the Organization Matches the Positioning in Visitors Minds
- Cohesion Across Byway Offerings is Crucial
  - All Content should align with your brand.

2010



2024

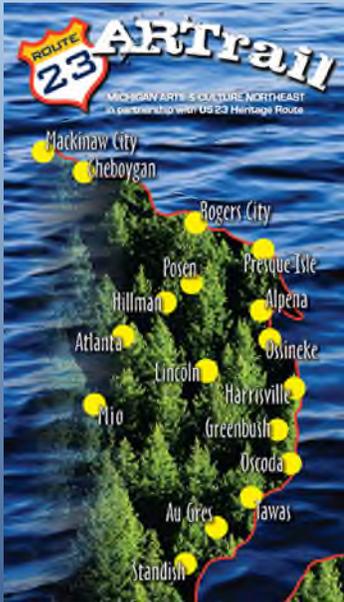


# Example: The Sunrise Coast LOGOS

2004



Artown Map



2024



Dark Skies



Wine & Hops Trail

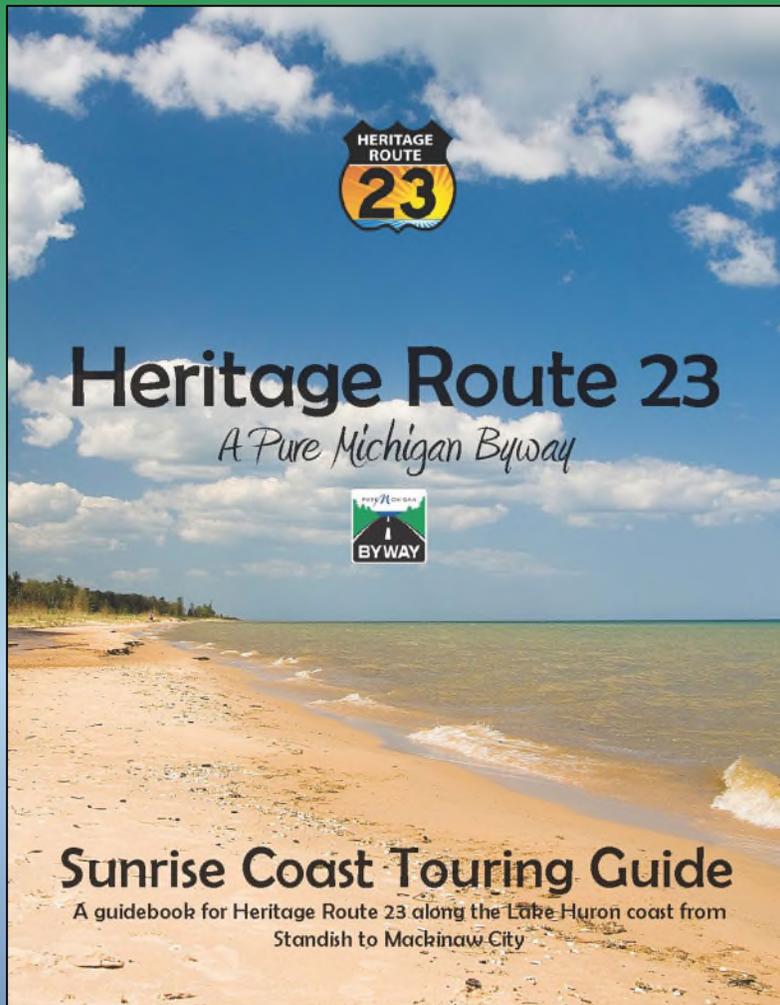


Winter Map

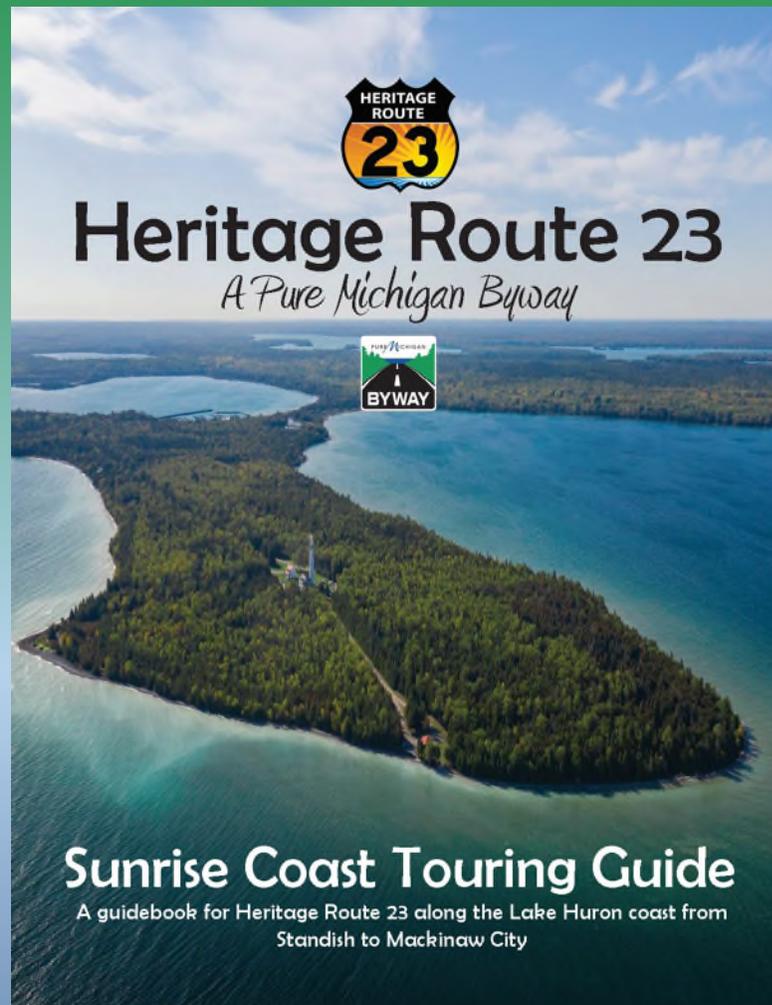


Birding Map

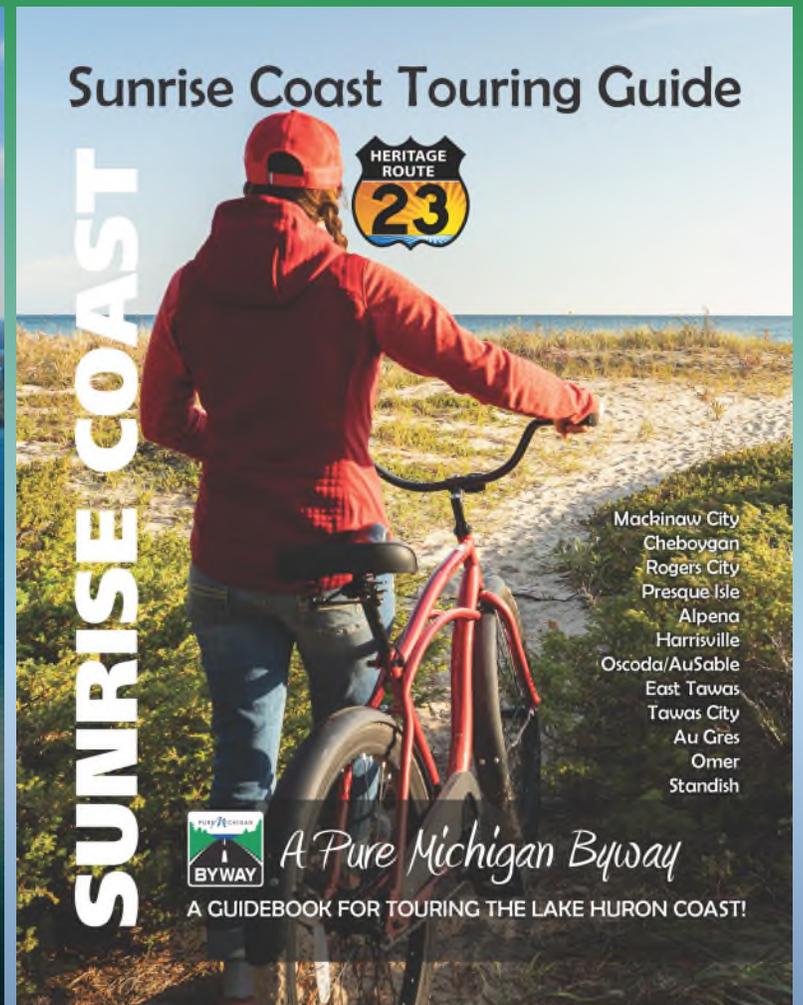




2020



2022



2024

Example: The Sunrise Coast **GUIDEBOOK**

# So what do we do now?

- The desire is to utilize your byway designation as an asset for increasing local tourism and development of your community.
- **What if we don't want to market?**
  - These Strategies Should Prove Effective for Distributing any information not just from a marketing perspective.
- **Imagine: Bike Riders are primary users of your Byway**
  - Imagine: Limited Shoulder Space on your Byway
    - Imagine: Shared Use between Bikes & Cars is increasing risk
      - Imagine: The Best Remedy is to Educate the Users to lower Risk



# Marketing the Byway, A Recap.

- **Accessibility**

- Information that is accessible to all regardless of medium is the best strategy to educate your users.

- **Cohesion**

- Any Marketing done in Local Communities should be reflected in Your Byway's Marketing.

- **Redundancy**

- As a Visitor, the more prevalent an advertisement is, the better chance the information is retained.

## Special Thanks To.....

- **National Scenic Byway Foundation**
- **Federal Highway Administration**
- **Scenic America**
- **National Travel Center**
  - **Maree Forbes Gaughan**



**AMERICA'S BYWAYS®**



**National  
SCENIC  
BYWAY  
Foundation**



Special Thanks To.....

You!!



# Have a Safe Drive Home

- As Always, Feel Free to Send any Questions or Concerns to Me
  - [SigmannC@michigan.gov](mailto:SigmannC@michigan.gov)

