



**Marketing the America's Byways  
Collection**

August 26, 2009  
National Scenic Byways Conference  
Denver, Colorado

come **CLOSER**





# America's Byways® Image & Visitor Profiling Research

America's Byways® Resource Center, in partnership with The Federal Highway Administration, executed three phases of research in association with the development of a new Public Awareness Plan (Plan)

- Stakeholder
- Visitor Profiling
- Positioning

Longwoods International was commissioned to provide the research component and input into the development of the Plan and help define the overall approach and messaging strategies

The focus of this report and key finding contained herein relate to the following two consumer research components:

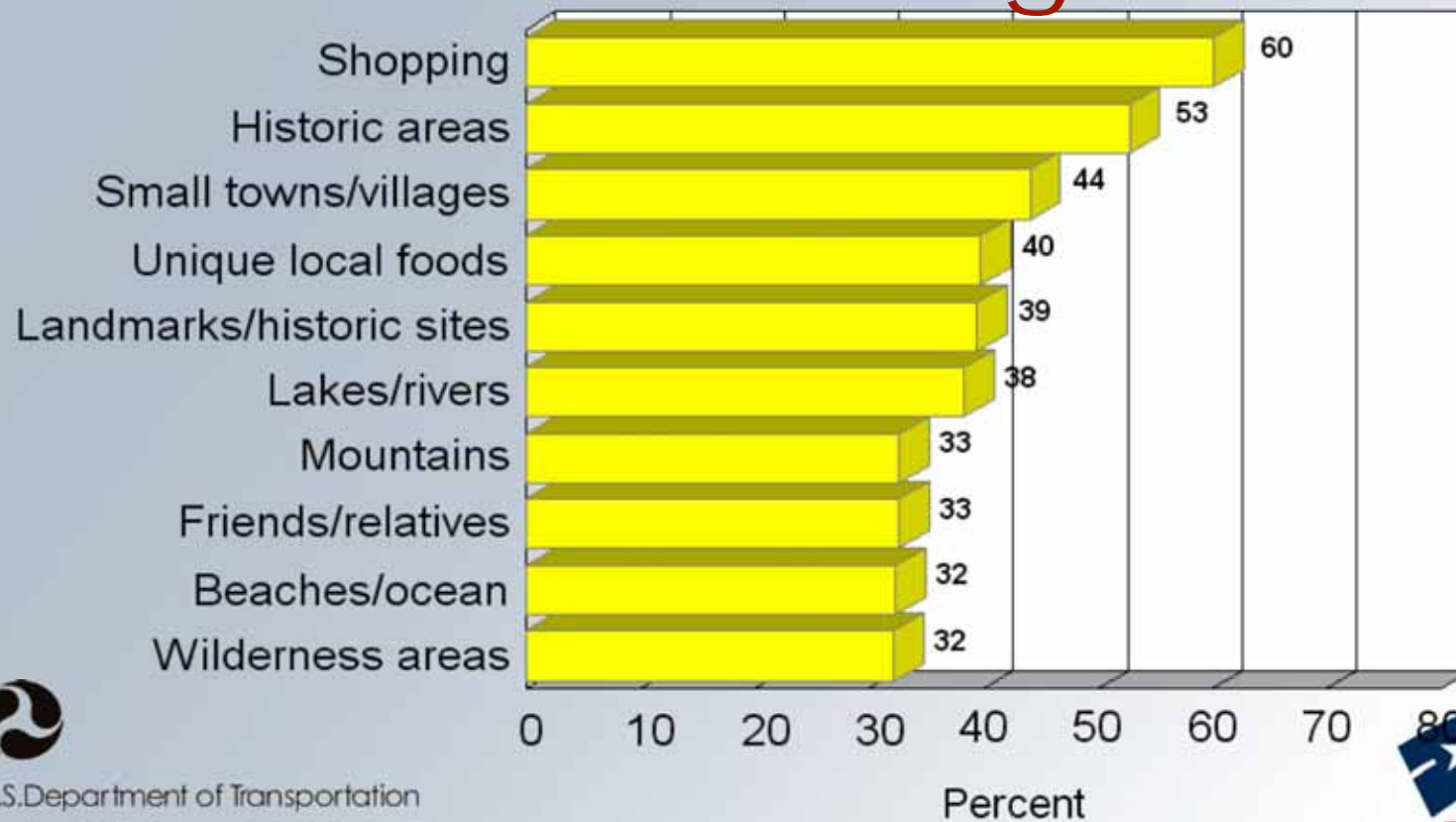
- An Image and Positioning Study
- Personal Vehicular Traveler Analysis - a detailed analysis of the byways' target market



U.S. Department of Transportation  
Federal Highway Administration



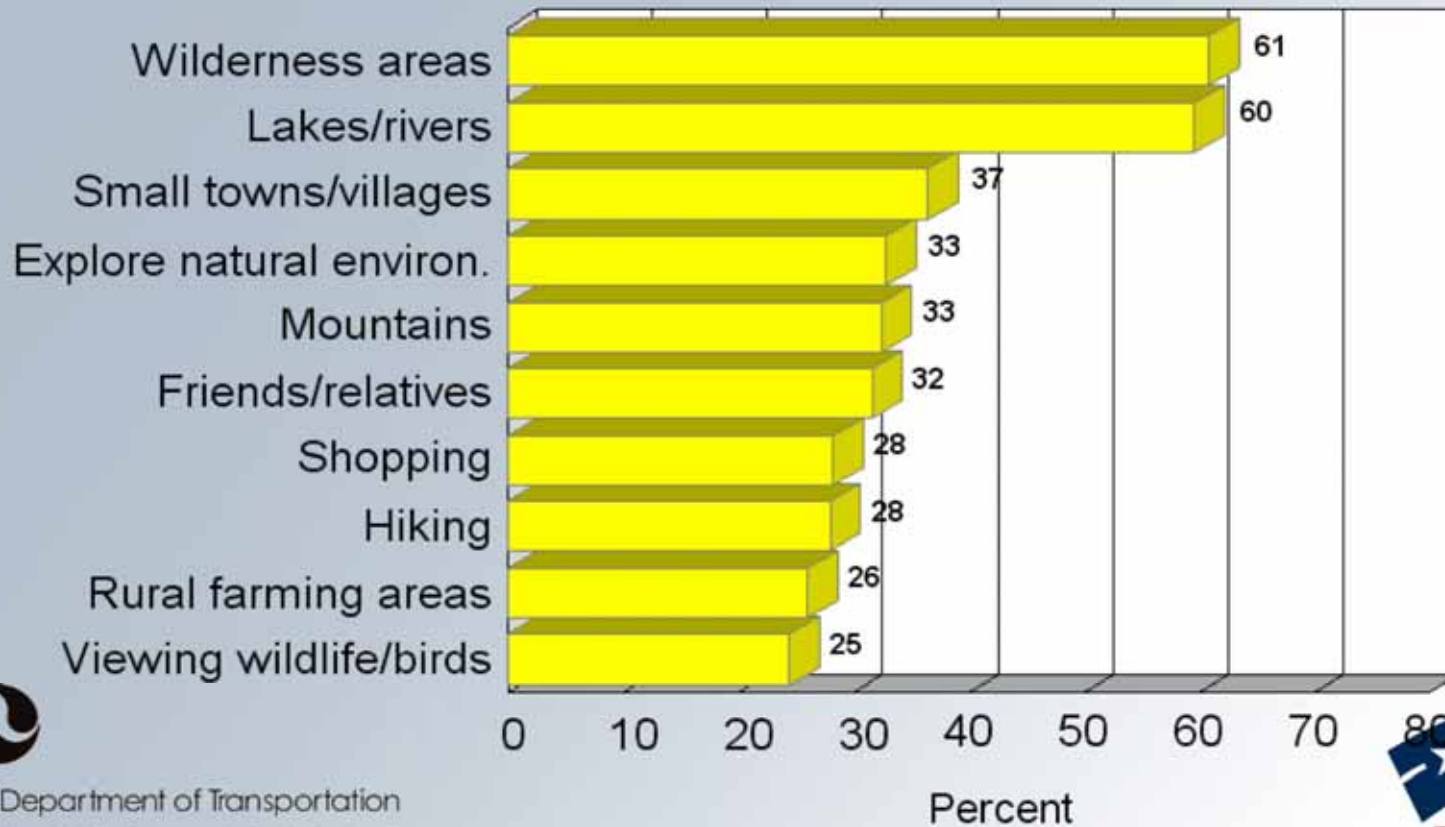
# Top Experiences - Touring



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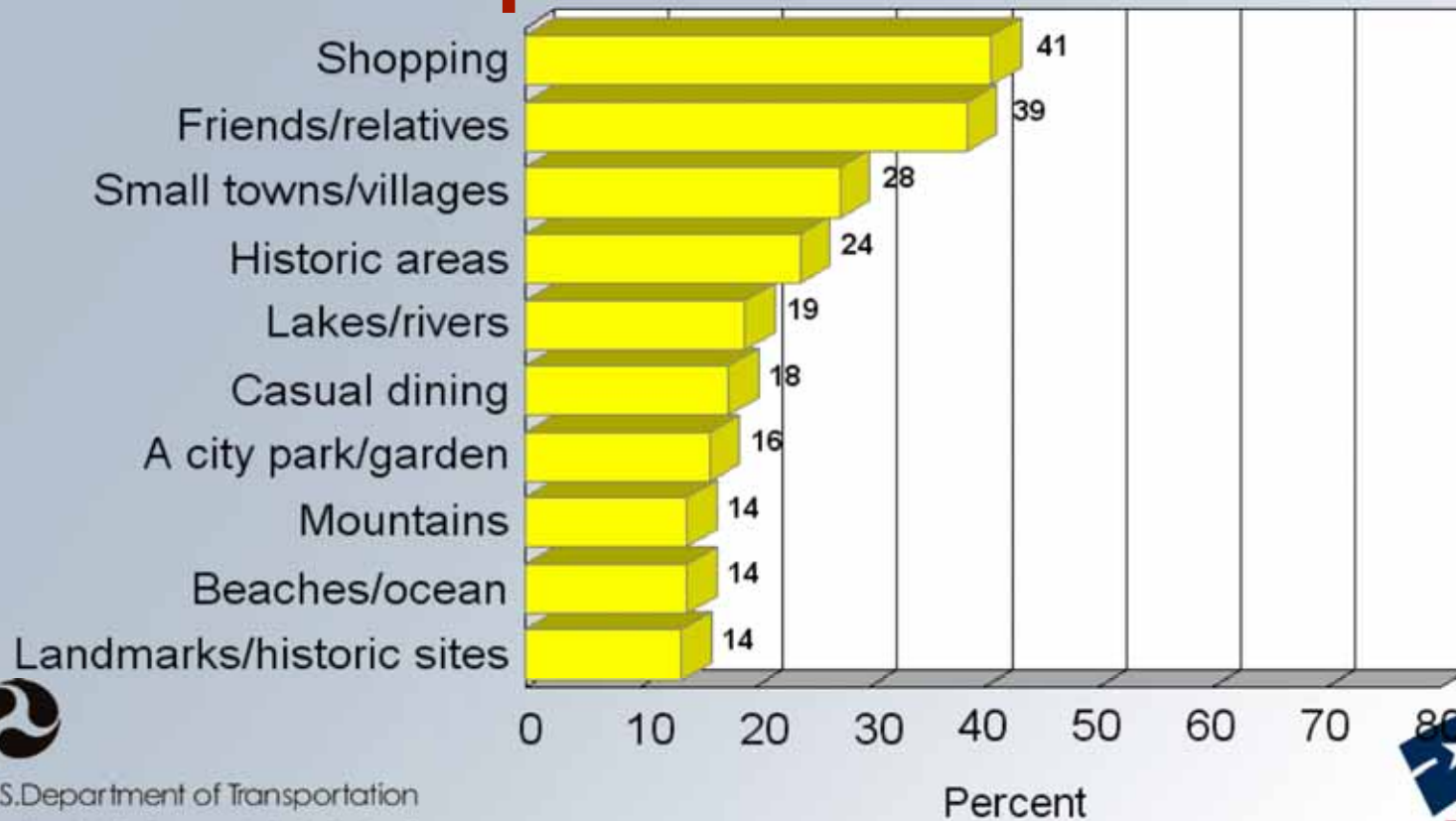
# Top Experiences - Outdoor



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# Top Experiences - Special Event



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- ▶ Shopping
- ▶ Stories
- ▶ Road Trips
- ▶ Byways

Home : [Explore Byways](#) : [Activities](#) :

## Shopping

No city vacation is complete without a shopping trip. Along America's Byways®, you will find a plethora of opportunities to peruse uncommon or superb merchandise and exercise your credit cards, whether it's along an avenue of artsy shops, or a mall of overwhelmingly endless choices.



### [Shopping for New England Charm on the Connecticut River Byway](#)

Connecticut River Byway - (New Hampshire, Vermont)

When you think of Vermont and New Hampshire, what comes to mind? Perhaps your mouth waters as you imagine pure, aromatic maple syrup and fresh sharp cheddar cheese. Or maybe you picture locally made crafts, family-run farms, or handsome New England architecture. Shop the Connecticut River Byway alo

[\[Read more\]](#)

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### [Experience Shopping on America's Byways](#)

#### Arizona

- [Historic Route 66](#)

#### Arkansas

- [Great River Road](#)

#### Illinois

- [Great River Road](#)
- [Historic National Road](#)
- [Historic Route 66](#)

#### Indiana

- [Historic National Road](#)

#### Iowa

- [Great River Road](#)

#### Maryland

- [Historic National Road](#)

#### Minnesota

- [Great River Road](#)

#### Mississippi

- [Great River Road](#)

#### Missouri

- [Great River Road](#)

#### New Mexico

- [Historic Route 66](#)

#### North Carolina

- [Blue Ridge Parkway](#)

#### Ohio

- [Amish Country Byway](#)
- [Historic National Road](#)

#### Oregon

- [Hells Canyon Scenic Byway](#)

#### Pennsylvania

- [Historic National Road](#)

#### South Carolina

- [Ashley River Road](#)

#### Vermont

- [Connecticut River Byway](#)

#### Virginia

- [Blue Ridge Parkway](#)

#### West Virginia

- [Historic National Road](#)



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Home : [Feature Stories](#) :

## Discovering America's National Parks on America's Byways

Known worldwide as hallmarks of immense beauty, moving history, and unrivaled recreational activities, America's [National Parks](#) draw citizens and international travelers alike to discover the matchless experience each park provides. Drive [America's Byways](#) through these national parks from coast to coast along icy fjords, 19th-century aqueducts, coastal marshes, and beyond.

### Adventures in Nature



RV'ing Along the Seward Highway (AK) [\[1\]](#)

Catch the spirit of adventure as you begin your tour of America's National Parks on America's Byways. Just west of Seward on Alaska's [Seward Highway](#) lies [Kenai Fjords National Park](#), whose vast terrain was carved by glaciers, earthquakes, and ocean storms. See the park in all its glory on a scenic flight over endless ice fields divided by rugged mountains and spotted with wildlife. For a more intimate view, hop on a tour boat and see the park's glacier from the bay. If you're lucky, you'll glimpse a surfacing Orca whale or otters, sea lions, puffins, and other majestic coastal

wildlife. For a more secluded experience, hire a guide and tour the coastline in a kayak or strap on your snowshoes and trek across the frozen terrain. However, before you climb any mountains or hike any glaciers, read up on [glacier travel techniques](#) so you're prepared for your trip.

Prefer fire to ice? Ignite your own adventure and bask in the desert sun in North America's lowest and driest point—California's [Death Valley National Park](#)—on the [Death Valley Scenic Byway](#). Before you explore the park, pick up a [handheld GPS unit](#) from the Furnace Creek Visitor Center. These handy devices use "global positioning system" technology to pick up audio and video information relevant to where you are in the park. Over 1,000 miles of paved and dirt roads span the 3.4 million-acre park, guiding you through the towering sandstone at Titus Canyon, the polished marble of Mosaic Canyon, the gently rippled dunes at Mesquite Flat, and the serene waters of Darwin Falls. Despite its desert setting, Death Valley is home to over 1,000 plant species, including beautiful [wildflowers](#) of almost every color that bloom from mid-February to early June. Keep an eye out for rare endemic species such as the Death Valley Monkeyflower, the Eureka Dunes Evening Primrose, and the Rock Lady.



Serene Sand Dunes of Death Valley (CA) [\[2\]](#)

Hey, kids! Visit the [Kidzone website](#) for fun park activities just for you.

What can you do on National Junior Ranger Day, April 25, 2009? Go to the [Junior Ranger Day website](#) and find out!

Check out the [online travel itineraries](#) at the National Parks Service website. Many are on America's Byways. You can find the itineraries listed on the byway's home page on [www.byways.org](#), too.

National Parks Week is April 18-26, 2009. Visit its [events calendar](#) for all the happenings at a National Park near you.

Travel America's Byways to National Parks, Monuments, Historic Sites and Trails near you! Browse [this list](#) by state and byway.



For more GPS navigation adventures, head east across the US to Minnesota, where the [Mississippi National River and Recreation Area](#) lies on the [Grand Rounds Scenic Byway](#) and the [Great River Road](#). This park is a [geocaching paradise](#) in the Minneapolis/St. Paul area. Both young and old will love biking, hiking, skiing or snowshoeing the park's many trails to find the "treasure" in the caches cleverly hidden throughout the park. Don't have a GPS? No problem! You can rent one at the East Coon Rapids Dam section of the park, on the Mississippi River just a few miles north of downtown Minneapolis.

Journey further eastward to the southern shore of



# Questions/Comments



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