

# ARIZONA SCENIC ROADS WEBSITE

Arizona Statewide Project

ARIZONA

2 0 0 7 S C E N I C B Y W A Y A W A R D W I N N E R f o r M A R K E T I N G



An internationally renowned magazine, a department of tourism and a department of transportation in a State known for its incredible scenic beauty created the right mix of talent, knowledge and skills to create an interactive, state-of-the-art website that highlights the State’s scenic byways in remarkable, new ways. Arizona’s image as a beautiful State is without question. Making that beauty more accessible to potential visitors was the challenge. *Arizona Highways* magazine, the Arizona Office of Tourism, and the Arizona Department of Transportation came together in a unique partnership to develop a website that delivers part of the solution.

### INNOVATION IN RESOURCE VISUALS

The Arizona Scenic Roads website engages visitors with photo tours of each of the State’s byways and also shows unique images of dramatic canyons and archaeological sites. But it goes beyond these stunning visual images to include other assets: a description of each byway written by *Arizona Highways* magazine writers, an interactive map, an itinerary generator, and a place for visitors to add their own reflections on their travels. An innovative children’s page called the “Kid Zone” supports elementary education, too.



### ADDRESSING THE AUDIENCE

Websites can sometimes be designed without the user in mind and wind up without an audience. This is very different for the Arizona Scenic Roads website. In fact, it was initiated because of potential user requests, and designed with user needs in mind. Specifically, the website project was developed in response to an economic impact study funded by a National Scenic Byways grant and completed by the Arizona Department of Tourism. The survey queried more than 1,500 respondents. The results helped confirm the need for a website and shape its content, including the itinerary generator and links to amenities. The website’s state-of-the art technology makes it heavily used by travel planners and potential byway visitors. The Travel Industry Association of America recognized its appeal to users, and presented the website development team with a national award.

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