

Image & Positioning Research – Travel Motivators and Hot Buttons

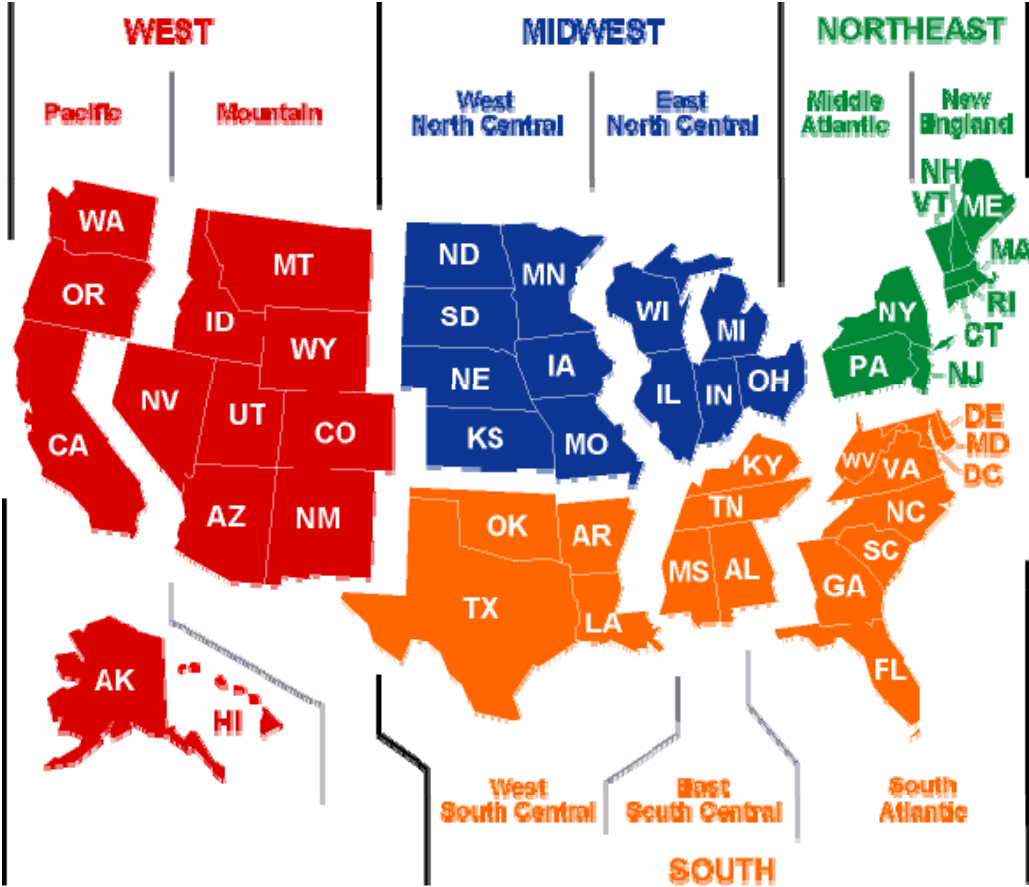
What Really Motivates Byway Travelers?



*“Beware the rational response
to an emotional question”*

- Rather than use a direct line of questioning with respondents to determine what drives traveler interest in a byway experience, Longwoods employed a predictive modeling approach. Over time, Longwoods has found that the direct approach often leads to misleading answers; left-brain, rational, socially acceptable and motherhood responses tend to dominate. In our predictive modeling approach, we get below the surface veneer of data, and uncover the true consumer motivators and hot buttons for destination choice.

U.S. Census Regions & Divisions



Travel Motivators — National



- A measure of the degree of association between each factor and whether traveling on an America's Byway® road is "an experience I would really enjoy."

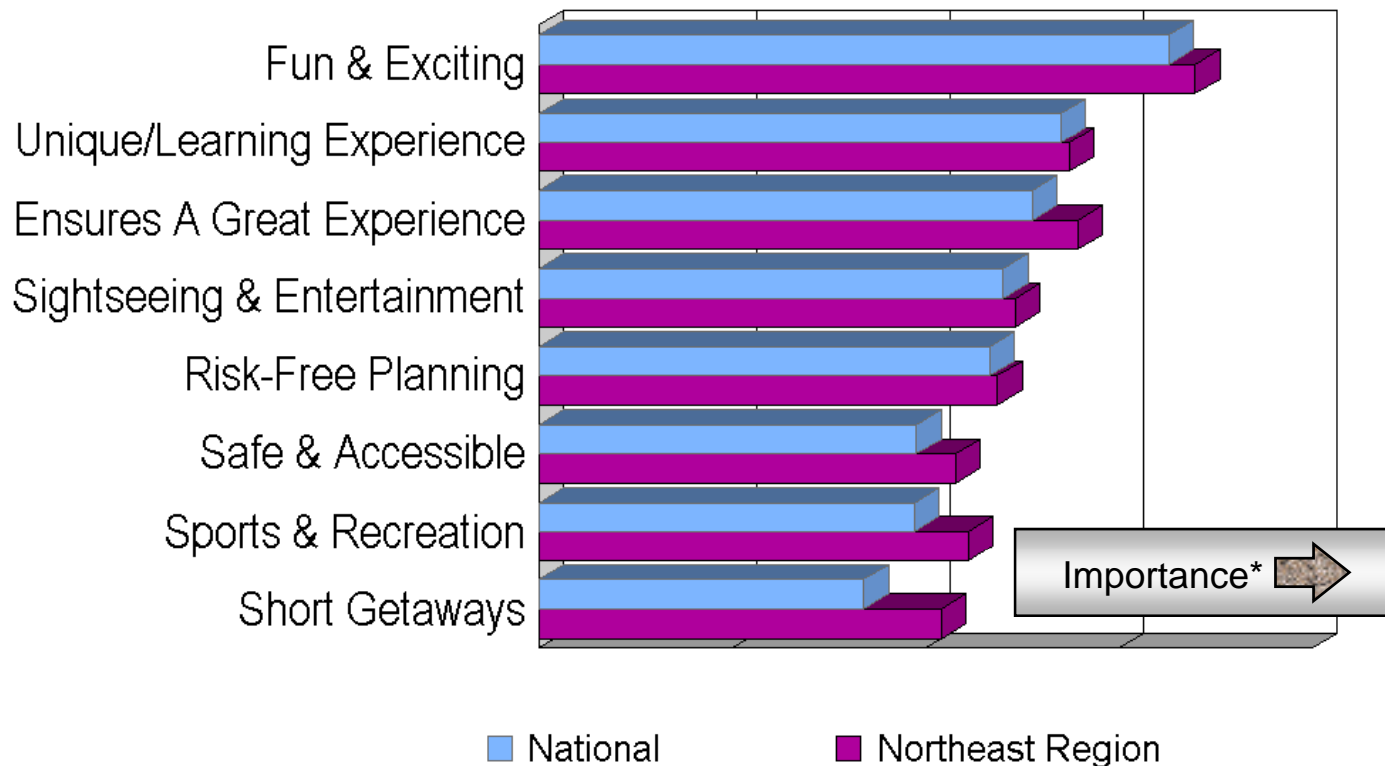
Hot Buttons — National



Top 20 Attributes

1. A fun experience
2. Great experience for adults
3. Everyone should experience in their lifetime
4. Good family experience
5. A real adventure
6. Opportunities to learn and discover
7. Lots to see and do
8. Interesting small towns and villages
9. Unique vacation experience
10. Interesting historic attractions
11. Confidence that we're going to have a great experience
12. Unique scenery
13. Good photo opportunities
14. A uniquely American experience
15. Truly beautiful scenery
16. Helps select experiences that meet our interests
17. Good for longer trips
18. Great National/State parks
19. Well-known landmarks
20. Opportunity to learn about unique people/cultures

Travel Motivators — Northeast Region vs. National



• A measure of the degree of association between each factor and whether traveling on an America's Byway® road is "an experience I would really enjoy."

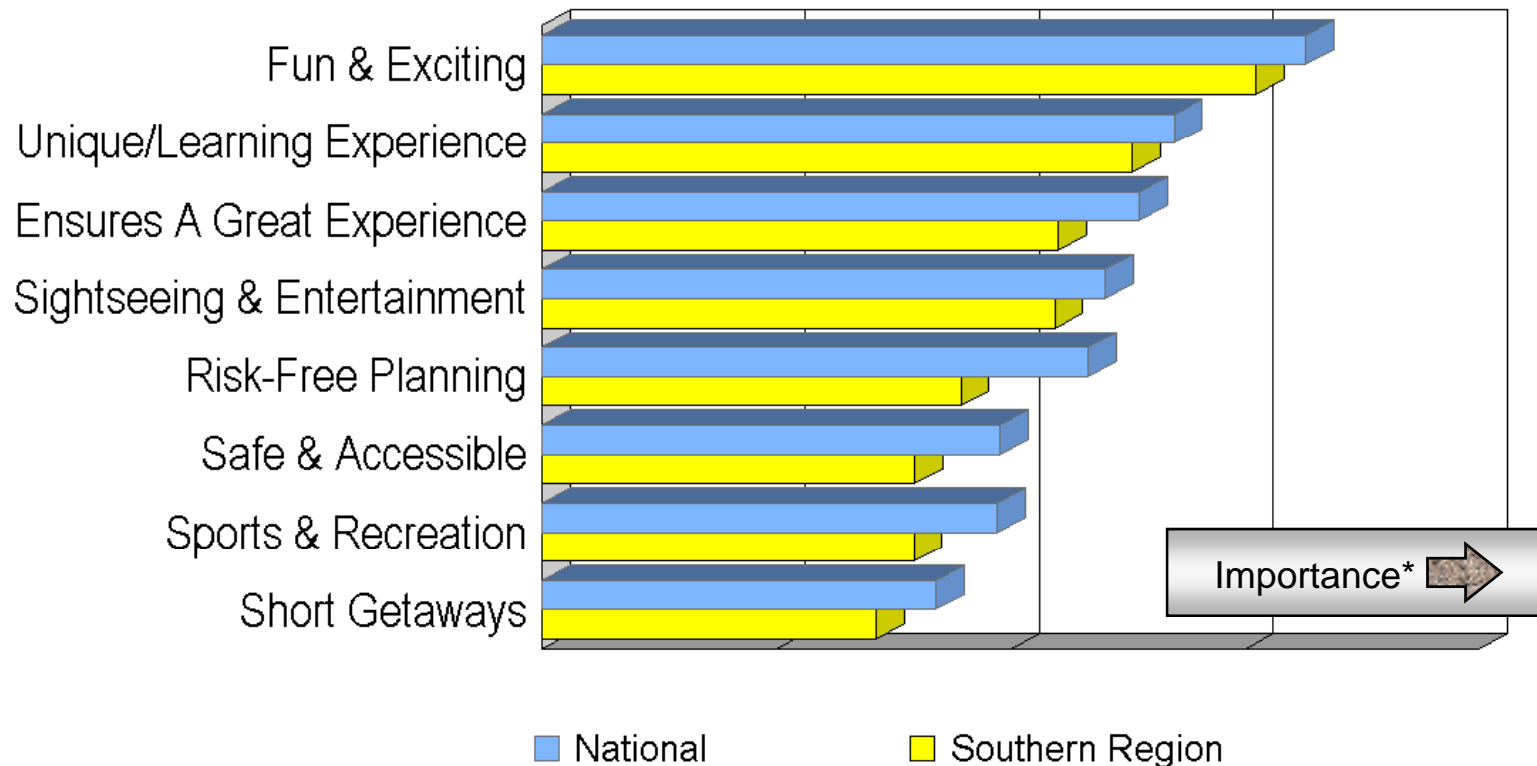
Hot Buttons — Northeast Region



Top Attributes

1. A fun experience
2. Great experience for adults
3. Everyone should experience in their lifetime
4. Opportunities to learn and discover
5. Good family experience
6. A real adventure
7. Confidence that we're going to have a great experience
8. Lots to see and do
9. Unique vacation experience
10. Great for viewing wildlife
11. Best collection of outdoor, scenic, cultural, historic experiences
12. Makes trip planning easier
13. Good photo opportunities
14. Interesting small towns and villages
15. Truly beautiful scenery
16. Easy-to-follow routes
17. Uniquely American experience
18. Interesting historic attractions
19. Safe experience

Travel Motivators — Southern Region vs. National



- A measure of the degree of association between each factor and whether traveling on an America's Byway® road is "an experience I would really enjoy."

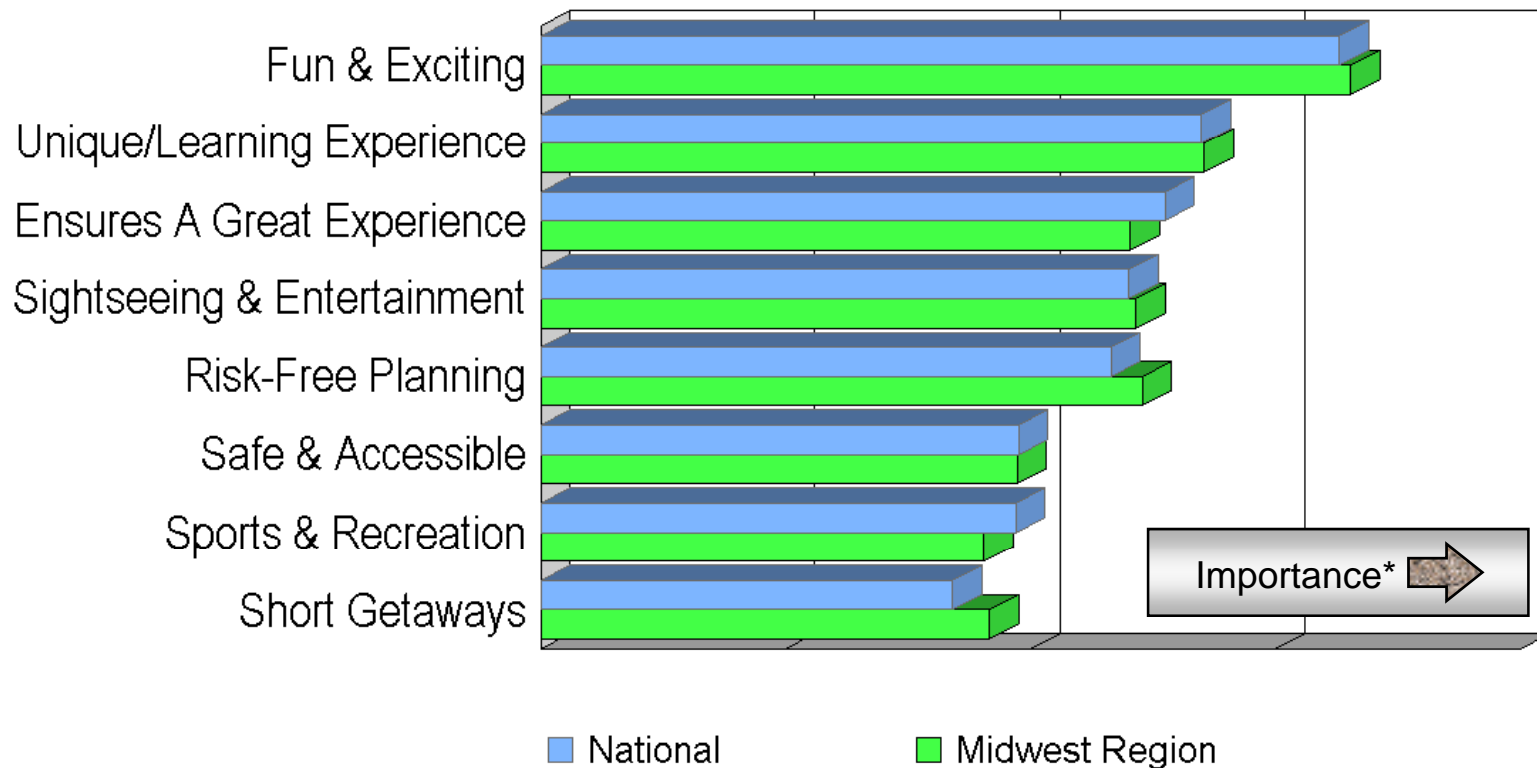
Hot Buttons — Southern Region



Top Attributes

1. A fun experience
2. Everyone should experience in their lifetime
3. Great experience for adults
4. A real adventure
5. Good family experience
6. Opportunities to learn and discover
7. Lots to see and do
8. Interesting historic attractions
9. Interesting small towns and villages
10. Unique vacation experience
11. Uniquely American experience
12. Truly beautiful scenery
13. Good photo opportunities
14. Unique scenery
15. Confidence that we're going to have a great experience
16. Helps select experiences that meet our interests
17. Great National/State parks
18. Opportunity to learn about unique people/cultures
19. Best collection of outdoor, scenic, cultural, historic experiences

Travel Motivators — Midwest Region vs. National



- A measure of the degree of association between each factor and whether traveling on an America's Byway® road is "an experience I would really enjoy."

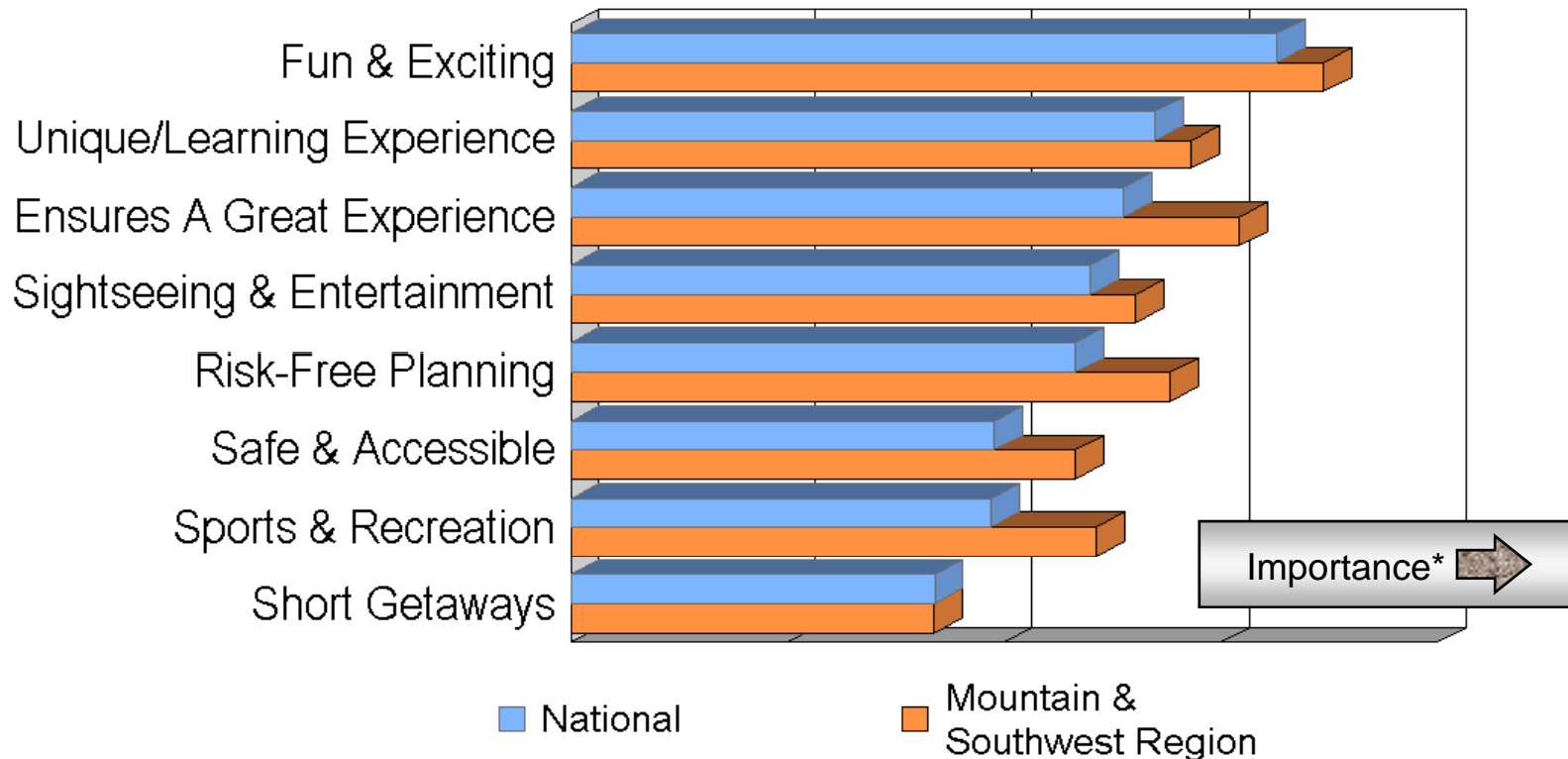
Hot Buttons — Midwest Region



Top Attributes

1. Great experience for adults
2. A fun experience
3. A real adventure
4. Lots to see and do
5. Opportunities to learn and discover
6. Interesting small towns and villages
7. Everyone should experience in their lifetime
8. Good family experience
9. Makes trip planning easier
10. Unique scenery
11. Unique vacation experience
12. Good photo opportunities
13. Good for longer trips
14. Great National/State parks
15. Interesting historic attractions
16. Well-known landmarks
17. A uniquely American experience
18. Truly beautiful scenery
19. Easy-to-follow routes
20. Helps select experiences that meet our interests

Travel Motivators — Mountain & Southwest Region vs. National



• A measure of the degree of association between each factor and whether traveling on an America's Byway® road is "an experience I would really enjoy."

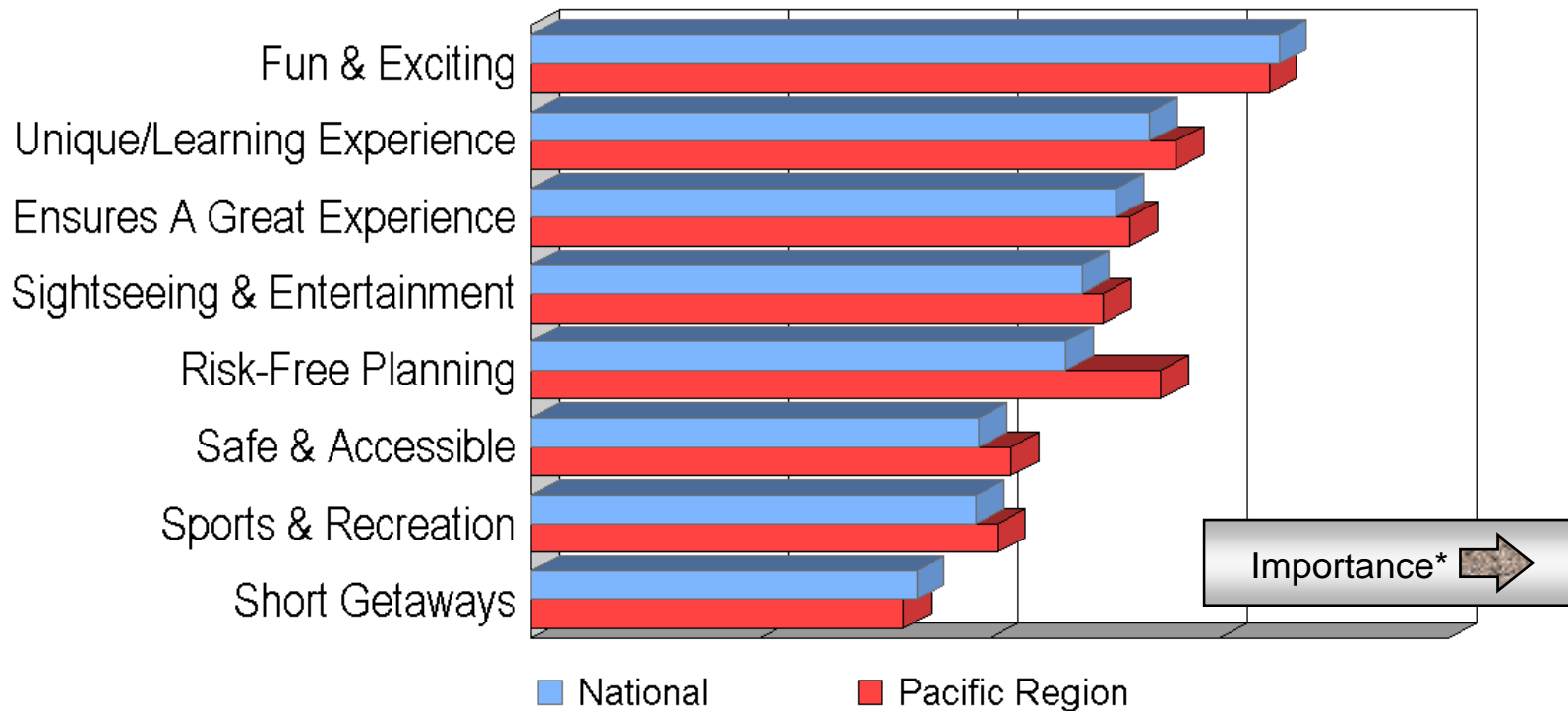
Hot Buttons — Mountain & Southwest Region



Top Attributes

1. A fun experience
2. Everyone should experience in their lifetime
3. Good family experience
4. Great experience for adults
5. Confidence that we're going to have a great experience
6. Opportunities to learn and discover
7. A real adventure
8. Unique scenery
9. Helps select experiences that meet our interests
10. Easy-to-follow routes
11. Interesting small towns/villages
12. Lots to see and do
13. Good for longer trips
14. Interesting historic attractions
15. Good photo opportunities
16. Unique vacation experience
17. Best collection of outdoor, scenic, cultural, historic experiences
18. Opportunity to learn about unique people/cultures
19. Well-known landmarks

Travel Motivators — Pacific Region vs. National



- A measure of the degree of association between each factor and whether traveling on an America's Byway® road is "an experience I would really enjoy."

Hot Buttons — Pacific Region



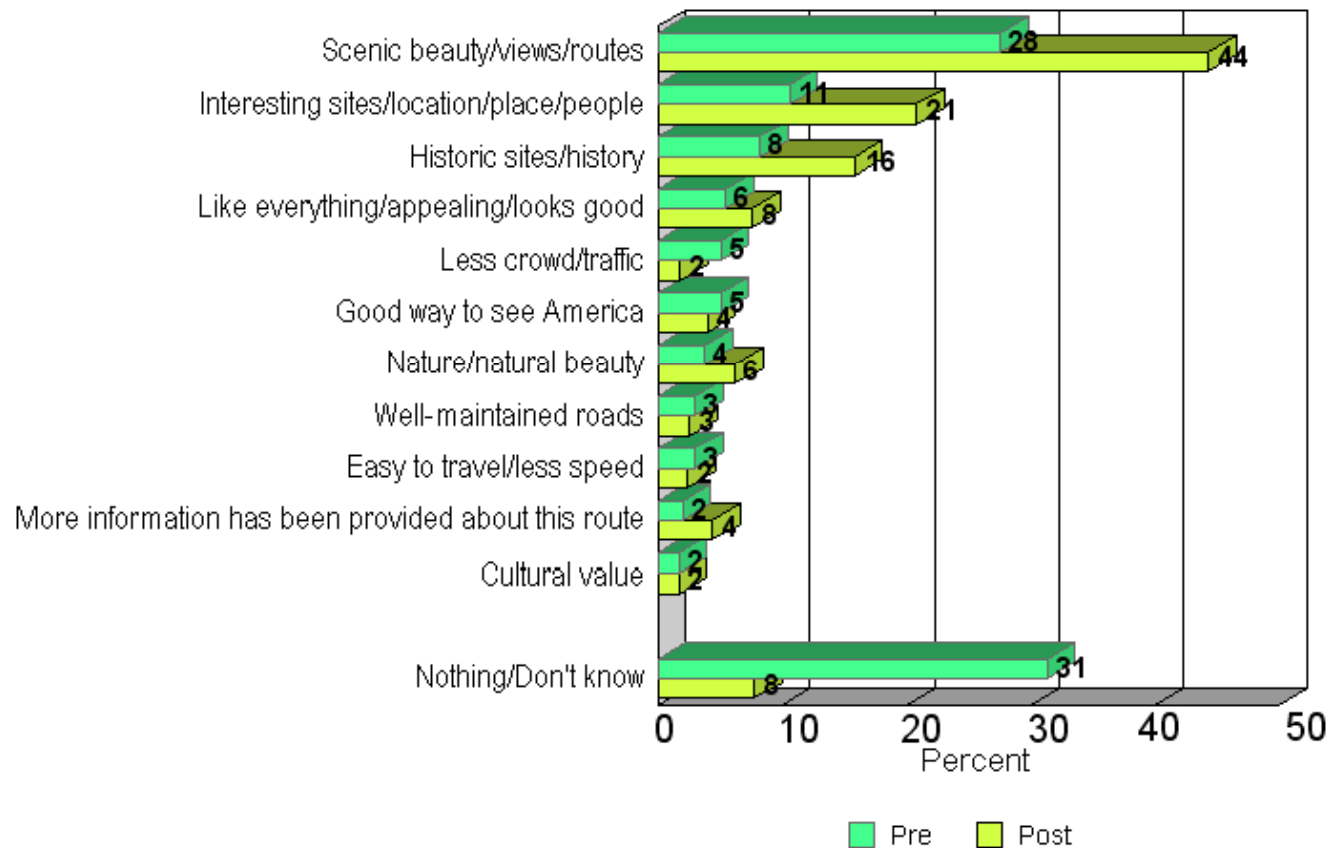
Top Attributes

1. Great experience for adults
2. A fun experience
3. Good family experience
4. Opportunities to learn and discover
5. Lots to see and do
6. Everyone should experience in their lifetime
7. Helps select experiences that meet our interests
8. Unique vacation experience
9. Interesting historic attractions
10. Great for viewing wildlife
11. Well-known landmarks
12. A uniquely American experience
13. Interesting small towns and villages
14. A real adventure
15. Unique scenery
16. Easier trip planning
17. Great National/State parks
18. Truly beautiful scenery
19. Opportunity to learn about unique people/cultures
20. Confidence that we're going to have a great experience

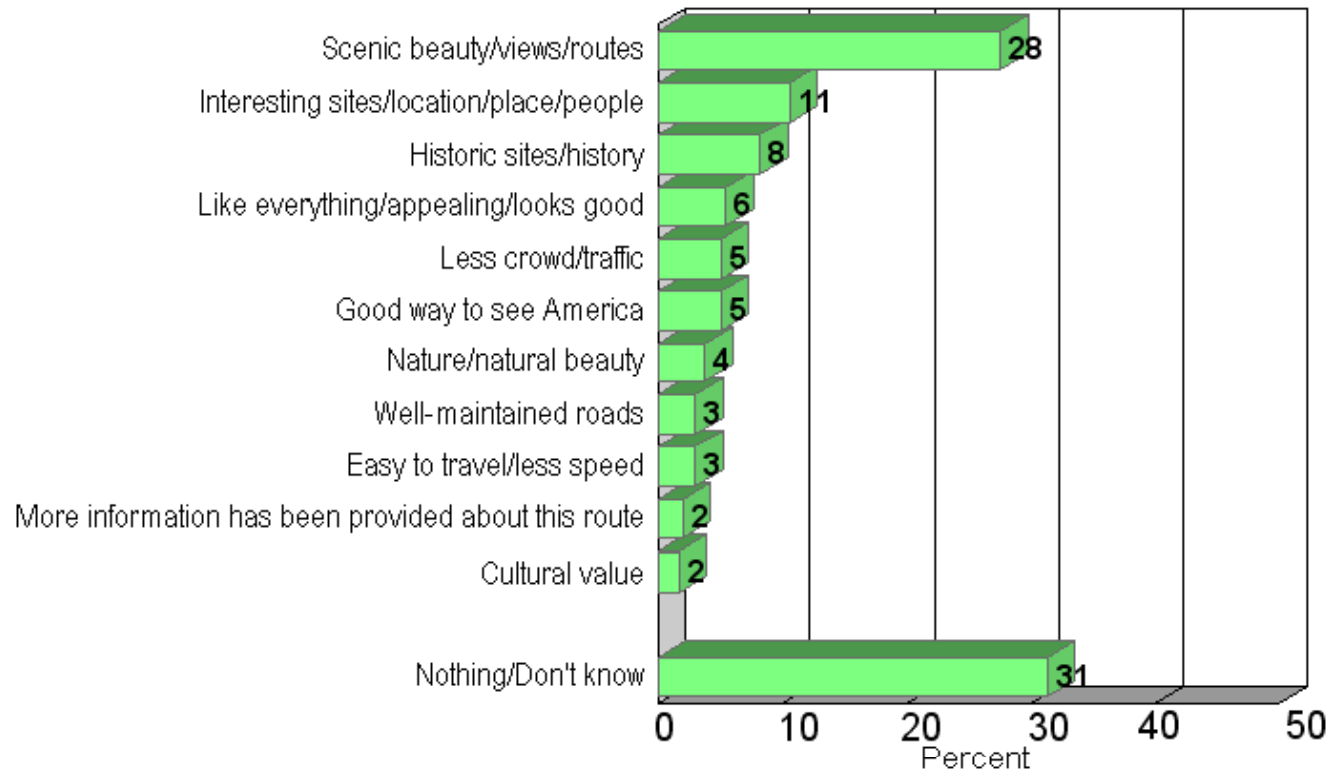
Image & Positioning Research - What experiences appeal most to potential America's Byways Travelers

Scenic beauty remains important as it provides the canvas, for the “totality of the experience” that visitors desire.

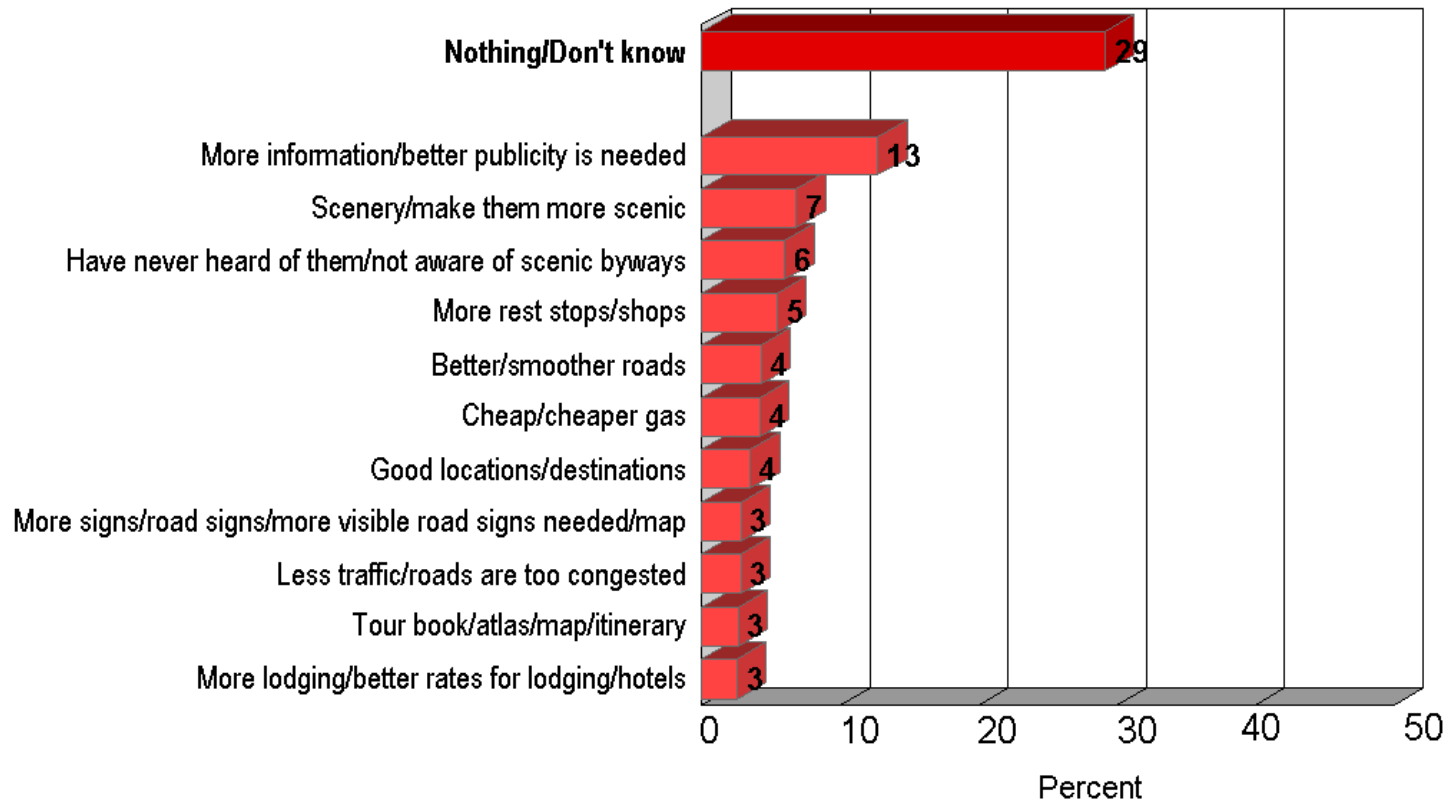
Unaided: What appeals/attracts you to travel on America's Byways®?— Pre vs. Post-Communication



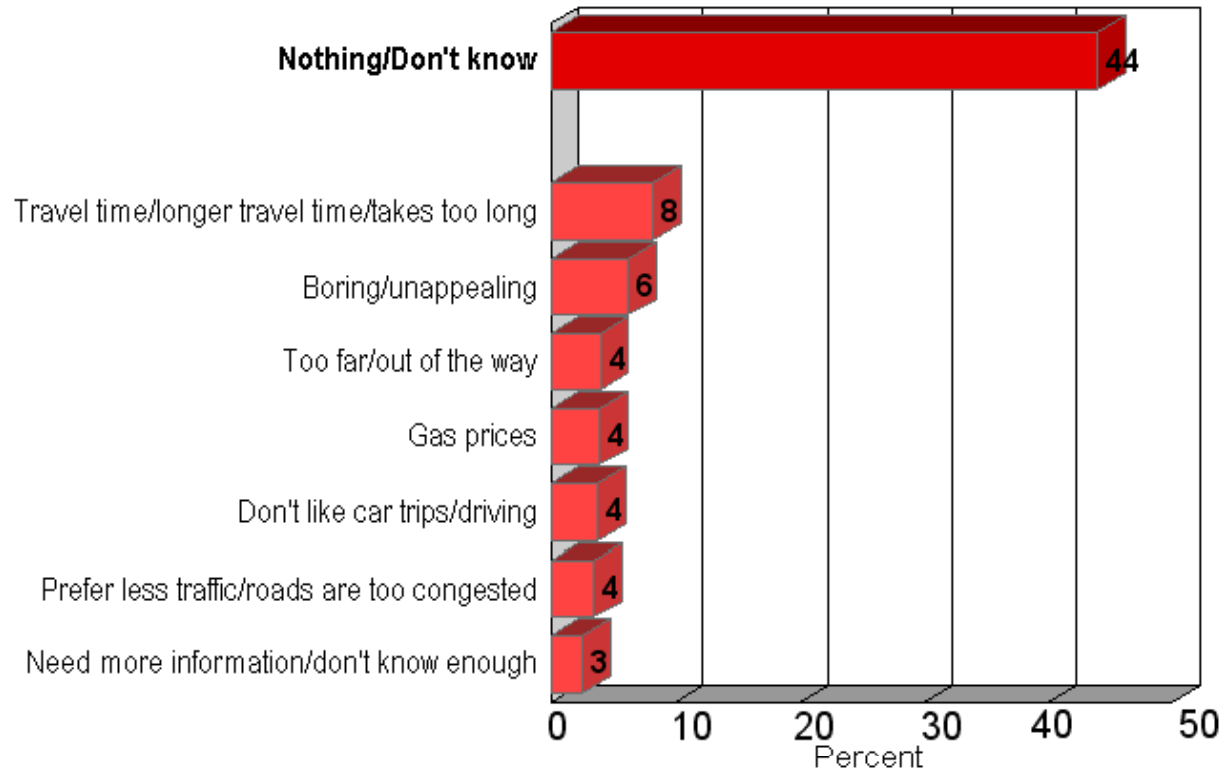
Unaided: What appeals/attracts you to travel on America's Byways®?— National



Unaided: What would make travel on America's Byways® more appealing?— National



Unaided: What about this description of America's Byways[®] does not appeal to you?— National





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