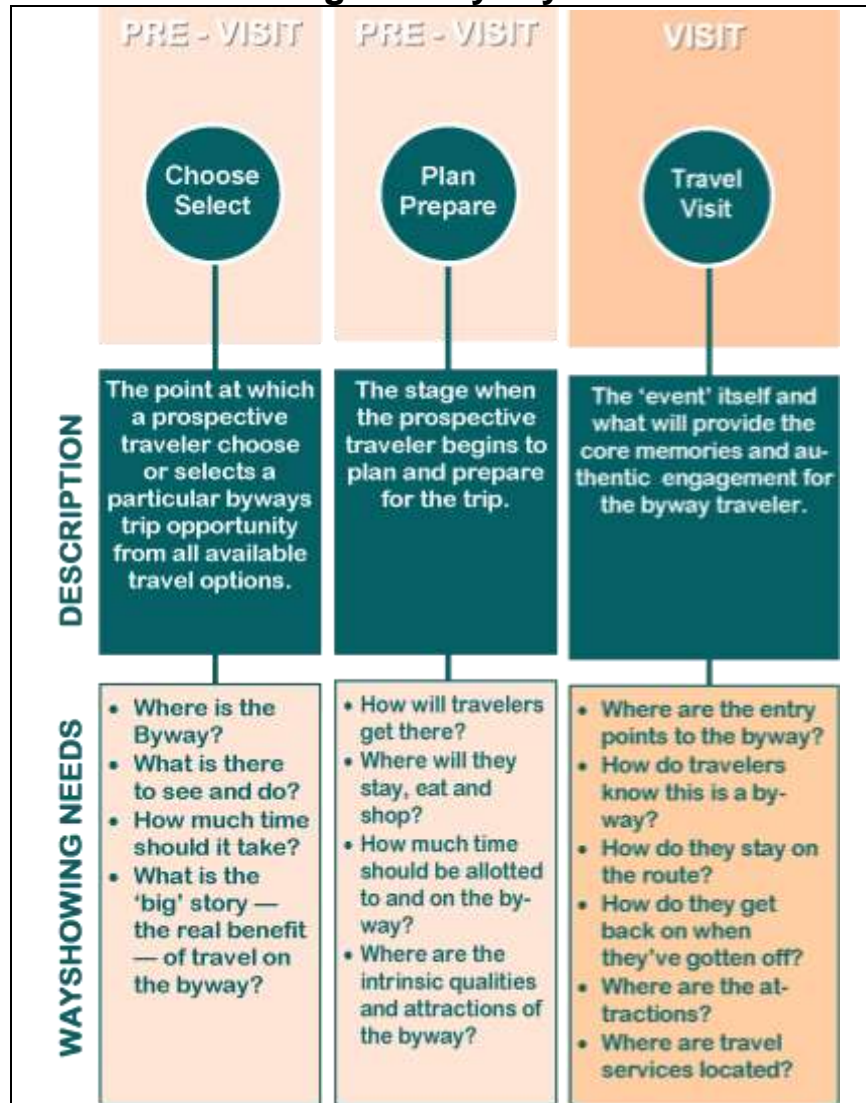


DOWNLOADABLE MAPS

Are they assisting your visitors?

Stages of Byway Travel



Why do this exercise:

The America's Byways Resource Center is concerned that some byways have not provided effective wayshowing tools. A lack of effective wayshowing features can reduce the likelihood that visitors will have positive and memorable experiences as part of their travel on the byway. We promote techniques and training exercises that help byway groups develop practical understandings of the challenges and opportunities of providing those rewarding driving experiences.

- You will think like a visitor to a byway instead of like a local.
- Using your own experience, you identify important trip planning features that should be included on maps and traveler materials.
- You will think more broadly and holistically about the range of travel tools travelers need to navigate your byway.
- You will reflect on the travel you and your peers do and what you feel you need to have a successful trip.
- You will think about the whole travel experience.

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Group Exercise

Background: You and your family are on vacation and staying in a local hotel. You were able to access a computer and printer. You found a nearby byway website online, and are considering doing some 'off-the-beaten path' exploring. You were able to locate a downloadable PDF map (and in some cases accompanying descriptions) from the website that you printed off on 8.5x11 sheets. You wander back to your hotel room and discuss the next day's activities with your family. In your group, answer the following questions on a separate sheet of paper:

1. **Decision-making:** First of all determine the decision-making process in your family. Who are the parents, who are the kids, the mother-in-law, etc. Role play and have fun with this.
2. **How will you spend your day? :** With your family, outline a day-long itinerary. Answer the following questions:
 - Are you able to plan an itinerary? Where will you go first?
 - As a family, how are you going to allocate your time as you drive to and on the byway? Why or why not?
 - Who is reading the map in your vehicle? Is the driver comfortable that you could find your way to the byway from a nearby town off of the byway? Will the map help the navigator give good directions?
 - Do you trust this map and accompanying information? Why or why not?
3. **The Byway Experience:** Does the map give clues to the byways intrinsic qualities?
 - Is the byways brand/logo apparent?
 - Can you find the special byway places?
 - Can you determine what kind of experience you will have?
4. **Assess the Map:** Acknowledge that this byway has taken the initiative to create a downloadable tool for their visitors. What can you learn from them?
 - What design decisions by the map maker and features included on the map make it helpful for a traveler?
 - Based on your experience reading these maps, what could be improved to help you as a traveler?
5. **Important Map Considerations:** Brainstorm as a group important considerations and elements that should be included in maps like these (regardless of whether these are included in the maps you are looking at).
 - Determine the five most important and be prepared to share.