



# **A Comprehensive Inventory with Astounding Results**

## **Promoting A Scenic Byway All American Road**

In 2021, during the height of the pandemic, National Travel Center was asked to assist the Volcanic Legacy Scenic Byway All American Road, a 500 mile route connecting Crater Lake National Park with Lassen Volcanic National Park in southern Oregon and far northern California, become a financially sustainable entity. Doing so would require attracting visitors, which would in turn attract members and marketing partners to support the effort.

The first thing we needed to do was to develop an inventory of the resources and assets available to attract visitors along the route. The results were astounding. A total of 1269 locations in all, available to promote.

### **Visitor Attraction Locations**

- 122 Attractions for visitors to explore, whether a built environment or natural attraction
- 117 Natural Areas, locations such as trails, walking tours, recreation areas, campgrounds, overlooks, and other natural areas that add quality to the visitor experience
- 37 Art Galleries
- 27 Golf Courses
- 44 Wineries/Breweries – there is a new Volcanic Manton Valley AVA
- 75 Sports Locations – such as fishing guides, sports venues, nature tours, adventure tours

## **Visitor Service Locations**

- 235 Accommodations – of all types
- 391 Restaurants and Eateries, that did not include chain restaurants
- 160 Retail Locations, which did not include big box or chain stores
- 52 RV Parks
- 9 Marinas and Houseboat Rentals

## **Outdoor Recreation vs. Heritage and Culture**

Creating new tourism offerings in any area generally requires an evaluation of the strength of actual outdoor recreation resources vs heritage and cultural resources.

Not here. Both types of resources were strong:

### **Outdoor Recreation**

- 33 major natural areas
- 27 smaller natural areas
- 33 trails
- 5 falls
- 5 lakes
- 8 state parks (several are also historical)
- 29 fishing outfitters
- 28 golf courses

### **Heritage and Cultural Tourism**

- 91 art galleries, antique shops, and creative product locations
- 37 museums
- 19 theaters and cultural locations (does not include commercial movie theaters)
- 44 wineries

- State parks with a historical component
- 7 historic town walking tours
- 7 heritage trails

These groupings can be combined with:

- 66 accommodations properties that are resorts and lodges, which would offer more upscale outdoor recreation experience
- 52 RV parks for visitors who drive their own RV
- 20+ Bed and Breakfast and Inn properties
- There are also niche market locations which can be promoted:
  - 2 hang gliding launch sites
  - 2 historic railroads (if they are running)
  - 6 aviation locations offering air tours

The above represents an amazing collection of attractions and visitor facing locations to serve visitors and recruit to support a financially sustainable Scenic Byway All American Road, one of only 42 in the United States designated for qualities found nowhere else in the United States.

