

Scenic Byways Program

Ongoing

Program Description

The Scenic Byways Program, supported by CTTC, brings together federal, state, tribal, local, nonprofit, corporate and private organizations and interests to promote and enhance the nationally and/or state-designated scenic byways and historic roads, as well as the other numerous byways which exist in California.

Target Audience

Visitors to California. With the challenges of the current economy, more tourists are opting to travel by car, stay within their own state or visit a nearby state. California has seven national officially designated byways, in addition to well over 50 non-designated byways and historic roads. Visitors who drive these roads help to preserve and sustain California's rich history through their spending and support of businesses to which these roads lead.

Objectives & Reach

- Facilitate cross-agency, cross-county, and cross-regional communication and partnerships among agencies and organizations that have an interest in historic roads and scenic byways.
- Serve as a catalyst to identify governmental, corporate and private funding opportunities and resources that can be applied to support cooperative marketing efforts.
- Facilitate cooperative promotional projects and events.
- Attract governmental, corporate and private contributions for historic preservation.
- Promote a greater understanding of the benefits associated with historic roads and scenic byways.

Results & Accomplishments

- The focus of the 2010 California Cultural and Heritage Tourism Symposium will be Scenic Byways and Historic Roads. We will help partners to build itineraries based on their destinations, attractions and the roads that lead to them.
- CTTC is creating relationships with state and federal agencies to further promote scenic byways and historic roads.
- Working with Web development to better promote scenic byways and historic roads on visitcalifornia.com.
- Working with National Scenic Byways program to promote California Byways on their Web site and through their network.
- Held first Scenic Byways stakeholders meeting at National Scenic Byways Conference to discuss participation with CTTC on marketing initiatives. Planning quarterly conference calls for updates and communication advisory.

Program Contact(s)

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National Scenic Byways Conference in Denver, CO, where a California delegation meeting was held in August 2009.

