

An aerial photograph showing a wide river flowing through a dense forest. The trees on the right bank are in peak autumn colors, displaying vibrant yellows, oranges, and reds, while the trees on the left bank are mostly green. A paved road with a white center line curves along the right bank of the river. Several cars are visible on the road. The water in the river is a deep blue-grey color, reflecting the sky. The overall scene is peaceful and scenic, highlighting the natural beauty of the area.

Measuring Great River Road Value to Communities

A Tool for Support & Partnership
Building

What We Currently Measure

- Website metrics
- Social media metrics
- Map distribution
- 10-state website metrics
- 10-state engagement metrics through map fulfillment, contest participation.

Why Does Use Measurement Matter?

- State support
 - Demonstrates accountability for funding
- Community support
 - Demonstrates economic value for community
 - Shared stake in promotion
- Partnership value
 - Tangible evidence of Great River Road for shared efforts
 - “Our piece of the common thread”

Possible Ways to Measure Impact

- Partner with existing statewide survey to measure traveler use as well as destination impact.
- Example Colorado Tourism Office slides 10 – 16

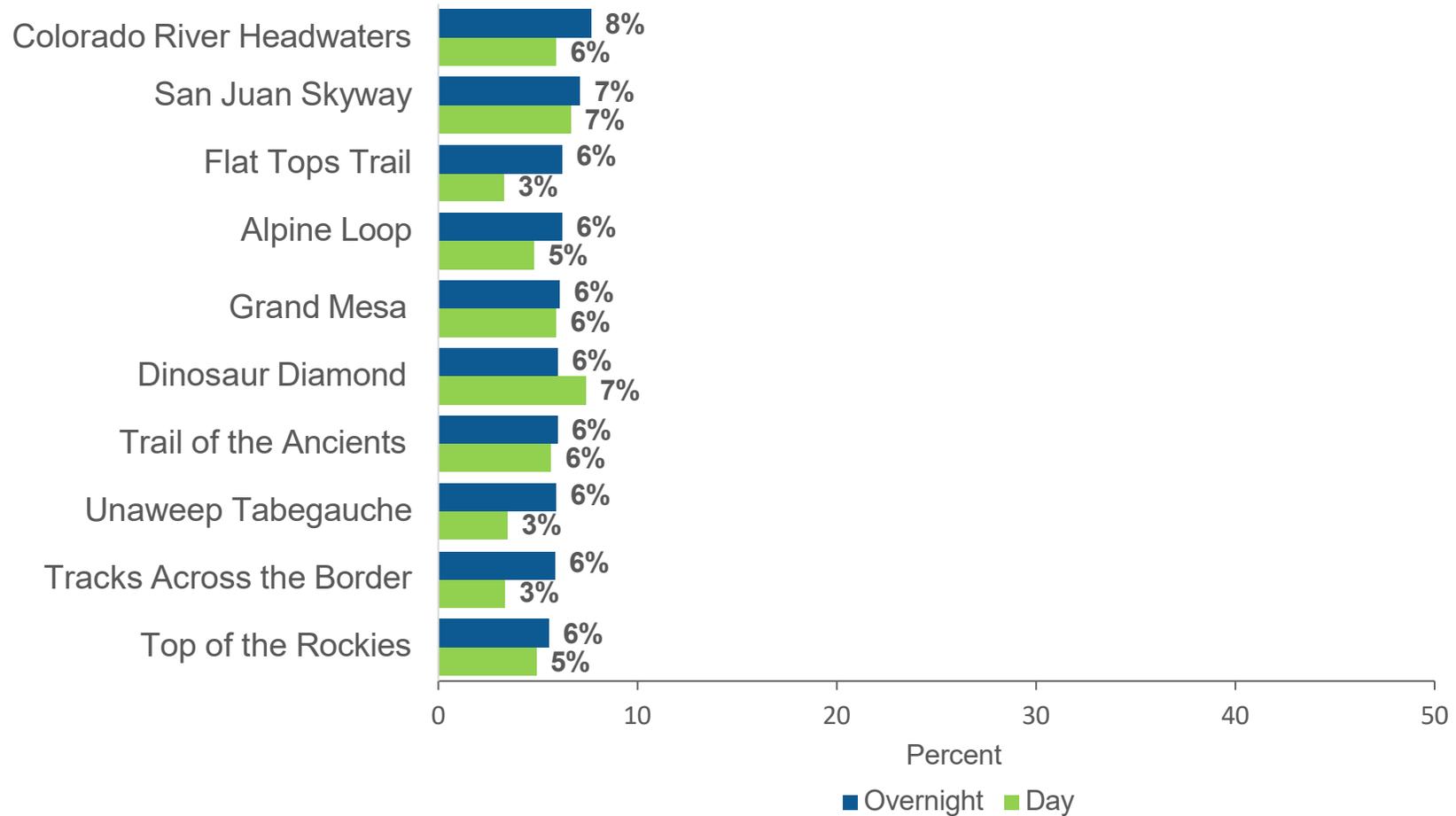


Colorado Scenic & Historic Byways

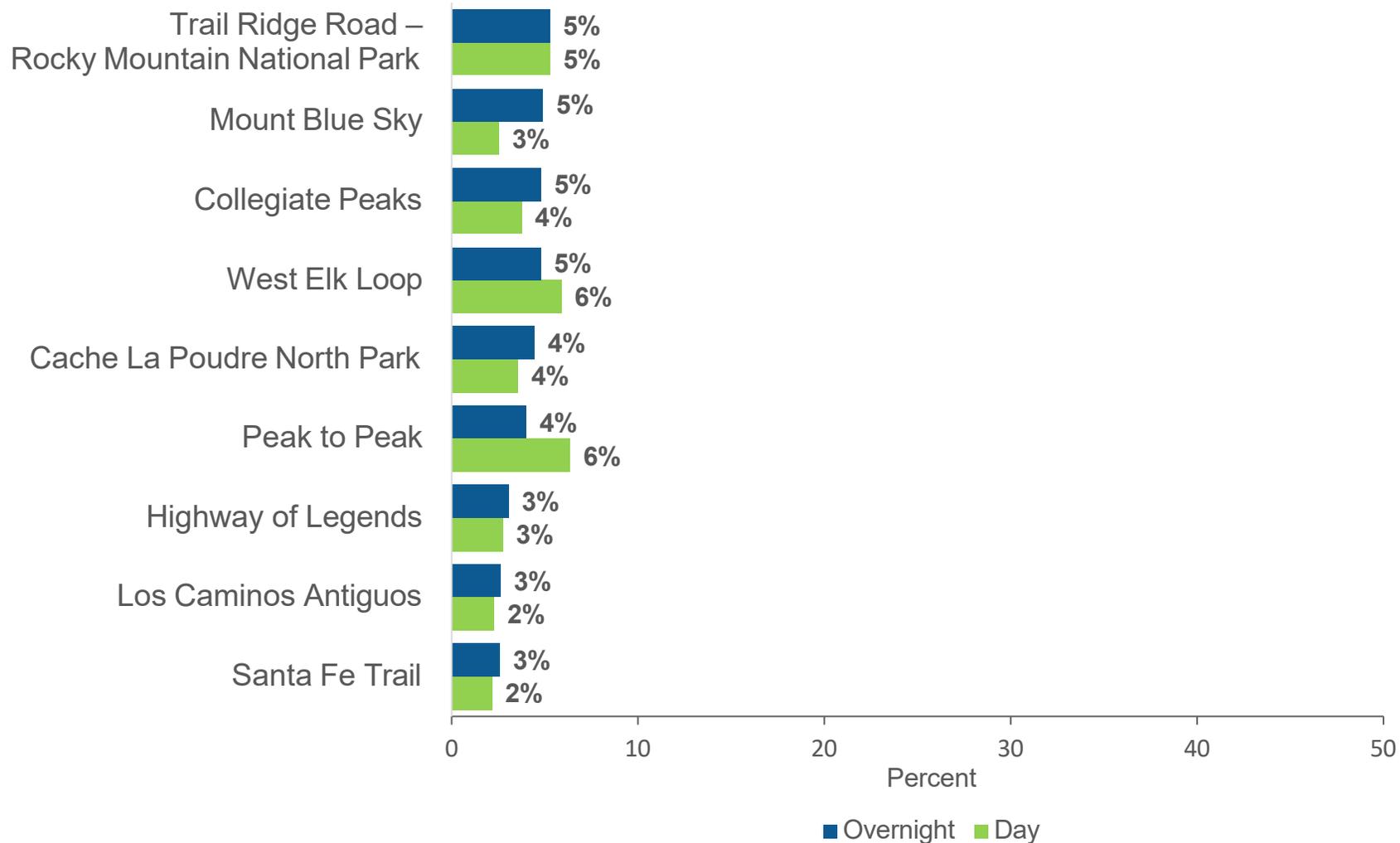


COLORADO
TOURISM OFFICE

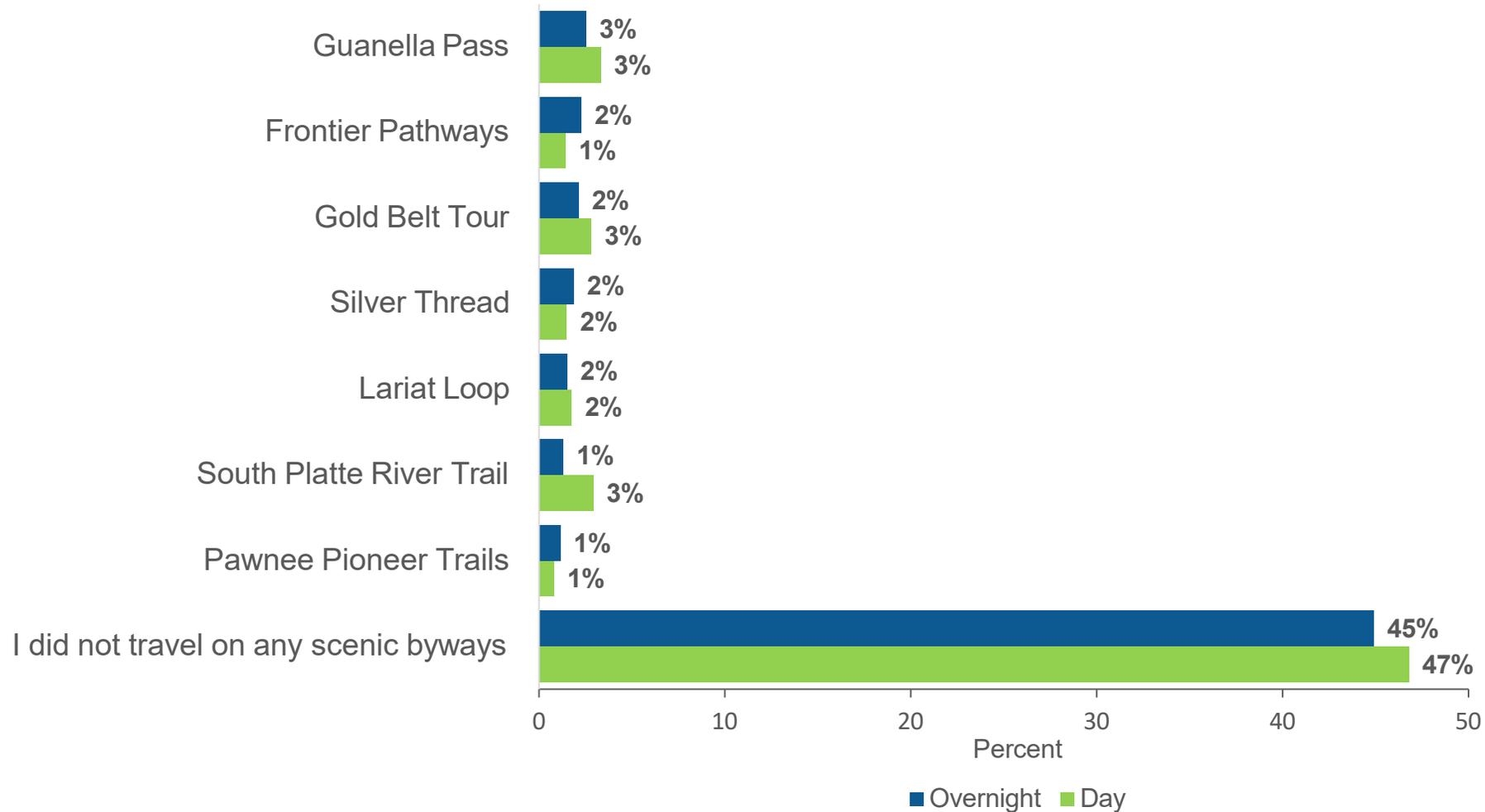
Which of the following Colorado Scenic & Historic Byways did you travel on your most recent trip to Colorado?



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Overnight Trips

Among those who traveled on a scenic byway

What was your primary reason to travel along scenic or historic byways?

- 29%** Tour through a naturally beautiful area
- 24%** It was the direct route to my destination
- 21%** Learn more about Colorado history and/or culture
- 14%** Did not intentionally decide to travel along a byway but continued out of interest
- 9%** Detour due to highway road closures

Please indicate if you participated in any of the following while traveling on a scenic or historic byway.

- 35%** Stopped at scenic pullout and viewpoints
- 32%** Stopped at a business along the byway (e.g., restaurant, retail store)
- 27%** Drove on a byway
- 21%** Hiked along a byway
- 15%** Biked along a byway
- 14%** Rode a group tour bus along byway

What type of vehicle did you or your travel party primarily utilize while traveling on scenic or historic byways?*

Among those who 'drove on a byway'

- 61%** Gas powered vehicle
- 14%** Hybrid powered vehicle (e.g, gas and electric)
- 11%** Diesel powered vehicle
- 9%** Electric powered vehicle
- 5%** Motorcycle

Day Trips

Among those who traveled on a scenic byway

What was your primary reason to travel along scenic or historic byways?

- 39%** Tour through a naturally beautiful area
- 22%** Learn more about Colorado history and/or culture
- 18%** It was the direct route to my destination
- 10%** Did not intentionally decide to travel along a byway but continued out of interest
- 7%** Detour due to highway road closures

Please indicate if you participated in any of the following while traveling on a scenic or historic byway.

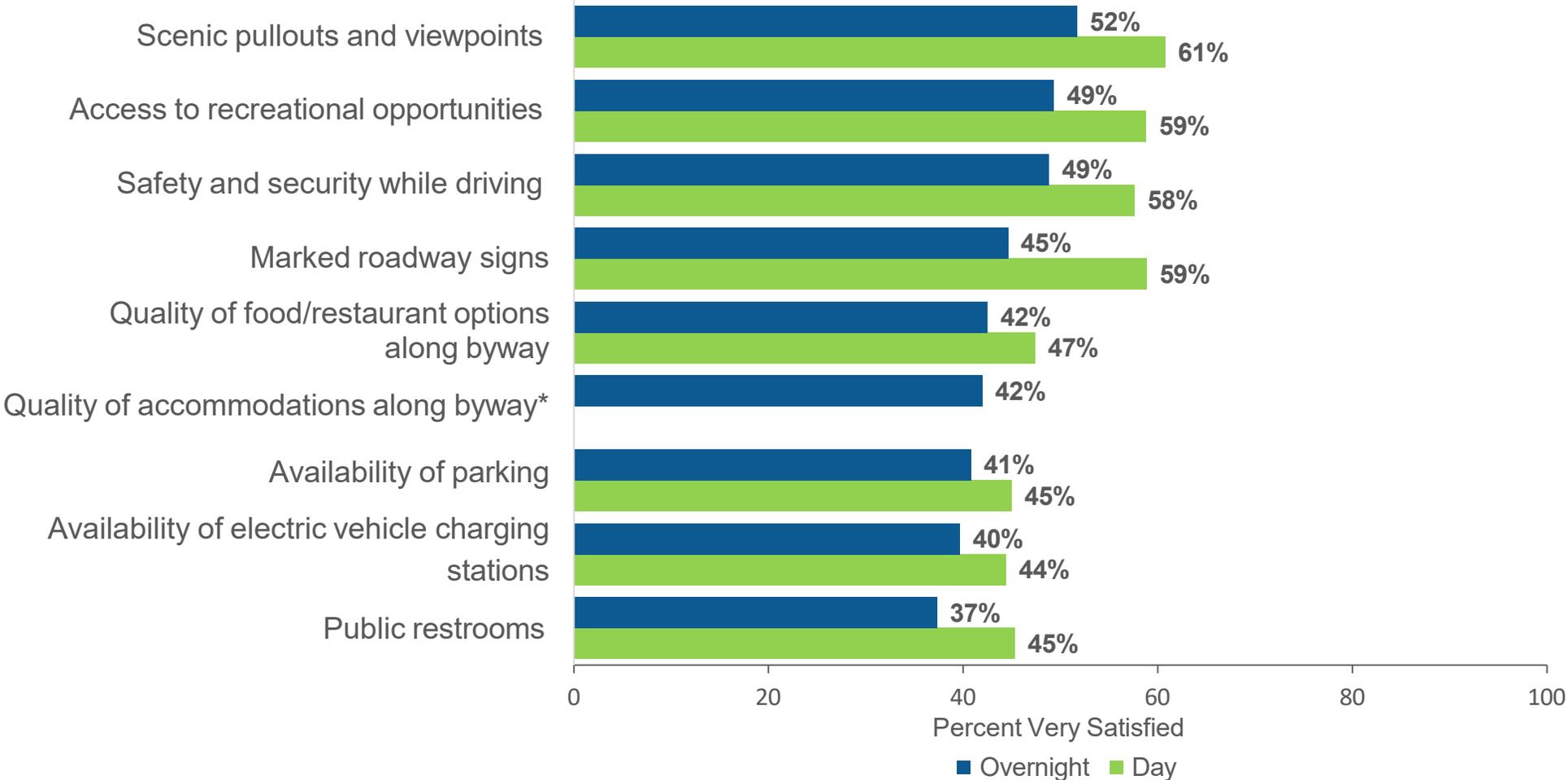
- 35%** Stopped at scenic pullout and viewpoints
- 32%** Drove on a byway
- 29%** Stopped at a business along the byway (e.g., restaurant, retail store)
- 25%** Hiked along a byway
- 14%** Rode a group tour bus along byway
- 11%** Biked along a byway

What type of vehicle did you or your travel party primarily utilize while traveling on scenic or historic byways?*

Among those who 'drove on a byway'

- 62%** Gas powered vehicle
- 13%** Hybrid powered vehicle (e.g, gas and electric)
- 10%** Electric powered vehicle
- 10%** Diesel powered vehicle
- 4%** Motorcycle

Thinking about any scenic or historic byways you traveled on, please indicate how satisfied with you were with the following:
Percent Very Satisfied



*Only asked to Overnight Respondents

Possible Ways to Measure Impact

- Statewide contest using QR codes in Partnership with Interpretive Centers
- Example – Delaware Electronic Scavenger Hunt

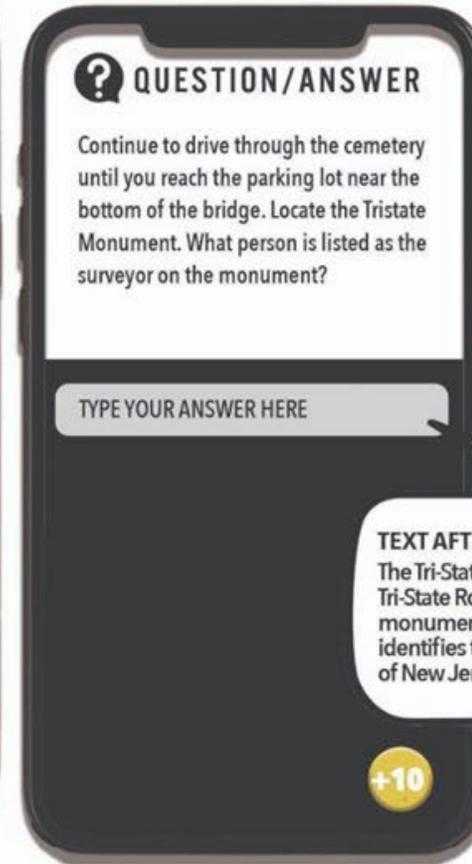
LOGISTICS

- + ESTABLISH LOCATIONS
- + ESTABLISH CHALLENGES
- + TYPE OF CHALLENGE
- + FUN FACT/RESPONSE

TRISTATE MONUMENT

PORT JERVIS - NEW YORK

41.35741741873258, -74.69476489662203



TEXT AFTER THE ANSWER

The Tri-States Monument (also known as Tri-State Rock) is the smaller granite monument near the water. This marker identifies the tripoint of the state boundaries of New Jersey, New York, and Pennsylvania.

THIS WAS A VERY LABOR INTENSIVE PART OF THE PROJECT. LOCATIONS HAD TO BE IDENTIFIED, ANSWERS HAD TO BE FACT-CHECKED, AND THEN EVERYTHING HAD TO BE TESTED IN THE APP USING DIFFERENT PHONE SERVICES.



PRIZE PACKAGES

- + IN-KIND DONATIONS
- + GIFT CERTIFICATES
- + WHOLESALE PRICING
- + AT-COST PRICING

WIN PRIZES

KOKOPELLI

Download the App **Turfhunt**

"Explore, Discover, Savor:
Your Scenic Adventure Awaits!"

CONTEST TAKES PLACE BETWEEN
JUNE 1ST - AUGUST 31ST
**UPPER DELAWARE
SCAVENGER HUNT**

This journey encompasses a 70-mile-long scavenger hunt filled with fun, fascinating history, and outdoor adventure. The contest is facilitated through the Turfhunt App, which provides a series of clues, tasks, and questions that can only be solved by exploring the Upper Delaware Scenic Byway. Once the contest comes to a close, participants are entered for a chance to win a series of amazing prizes!

WWW.UDSB.NET/SCAVENGERHUNT

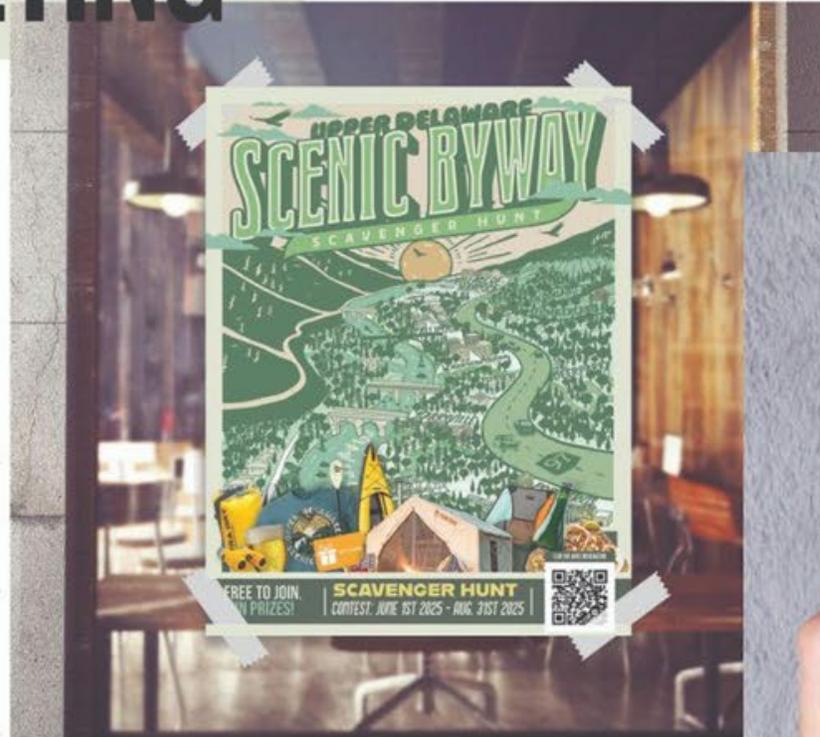
UPPER DELAWARE SCENIC BYWAY
NEW YORK

UPPER DELAWARE SCENIC BYWAY
NEW YORK

UTILIZED A STRONG RELATIONSHIP WITH A LOCAL OUTDOOR STORE TO REACH OUT TO MAJOR COMPANIES AND NEGOTIATE PRIZES AT-COSTS, THIS HELPED ADD A TON OF VALUE TO GRAND PRIZES WITHOUT ADDING MUCH COSTS.

PHYSICAL MARKETING

- + PRINTED POSTERS/FLYERS
- + SELF-DISTRIBUTED
- + INFORMED EMPLOYEES



OUR MARKETING BUDGET WAS TIGHT, SO WE TRIED TO DO AS MUCH "ON-THE-GROUND" MARKETING AS POSSIBLE. BOARD MEMBERS HELP DISTRIBUTE PRINTED MATERIAL TO BUSINESSES AND ORGANIZATIONS IN THEIR TOWNSHIPS. WE ALSO RELIED ON ALLIED ORGANIZATIONS TO HELP SPREAD THE WORD.



DIGITAL MARKETING

- + SOCIAL MEDIA POSTS
- + PROMOTE DEALS
- + PROMOTE SPECIALS



USED A RECIPROCAL RELATIONSHIP WITH LOCAL BUSINESSES AND ASKED THEM TO HELP CONTRIBUTE TO OUR PRIZE PACKAGES IF THEY COULD. OVER THE THREE MONTH CONTEST, WE USED SOCIAL MEDIA TO PROMOTE LOCAL BUSINESSES AND ENCOURAGED PARTICIPANTS TO PATRONIZE THE BUSINESSES.

PROJECT SUMMARY

OVERALL BUDGET BREAKDOWN

ALLOCATED BUDGET:	\$5,000
MONEY SPENT:	\$4,809
GRANT SUBSIDY:	\$1,200
COSTS TO UDSB:	\$3,609

COSTS BY CATEGORY

- ▶ PAID ADVERTISING: \$3,205.50
- ▶ PRINTED MARKETING: \$358.95
- ▶ PRIZES: \$1,006.72
- ▶ APP HOSTING FEES: \$238.76

The Upper Delaware Scenic Byway allocated \$5,000 towards the 2025 Upper Delaware Scavenger Hunt. The biggest external costs associated with the project were paid advertising and the cost of purchased prizes. It should be noted that there was major internal costs to the UDSB as this project presented a large amount of billable hours by the Project Manager.

SIGNUPS: 304 signups
EST. PARTICIPANTS: 400

▶ **DURATION:** June 1st - Aug 31st ▶ **LENGTH:** 70 miles ▶ **CHALLENGES:** 34 sites

PROJECT ACCOMPLISHMENTS >>>>

PUBLICITY. The scale and intrigue of this project created immeasurable publicity for the Upper Delaware Scenic Byway. The amount of "earned" advertising and voluntary endorsements of the contest is difficult to replicate.

TOURISM. There is no way to track the amount of money spent, but we know from word of mouth that local businesses did financially benefit from the Scavenger Hunt. The contest also successfully encouraged participants to explore new businesses for the first-time.

WEB TRAFFIC. The Scavenger Hunt allowed us to direct traffic to our recently revamped website, which had an immediate impact on our search engine ranking. This allowed people to familiarize themselves with our organization.

BRAND. This event established a precedent for future UDSB programming and Brand establishment. This will make it easier to pitch, curate and host similar events going forward. This contest forced our brand into collaborating at the county level of all three counties.

DISCUSSION