COLORADO BYWAYS

Benefit local communities and the state economy.

Scenic Byway

THE BYWAYS

ROUTES	**25**
MILES	**2,492**
CDOT SYSTEM MILES	**2,006**
OFF-SYSTEM MILES (COUNTY/LOCAL ROADS)	**486**
DRIVING HOURS	**140**
COUNTIES	**47**
DESIGNATED AS AMERICA'S BYWAYS.	**11**
US NATIONAL FOREST BYWAYS	**10**
BUREAU OF LAND MANAGEMENT BACK COUNTRY BYWAYS	**2**

WWW.COLORADO.COM

# OF PAGE VIEWS	**48,478**
PAGE VIEWS OF BYWAYS-RELATED ARTICLES	**109,772**

VIRTUAL SCENIC BYWAYS GUIDE www.colorado.com

UNIQUE VIEWERS PER MONTH	**3,084**
DOWNLOADS PER MONTH	**1100**
AVERAGE AMOUNT OF TIME SPENT ON SITE	**7 min. 43 sec.**

CDOT BYWAYS MAIN WEB PAGE www.coloradodot.info/travel/scenic-byways

PAGE VIEWS IN 2013	**89,232**
UNIQUE VIEWERS PER MONTH IN 2013	**3,791**

VISION STATEMENT

Guiding travelers to experience and be inspired by treasured places that comprise Colorado's Scenic and Historic Byways.

VISITORS

In 2012, nearly 6 out of 10 out-of-town visitors came to Colorado in their own car or truck.
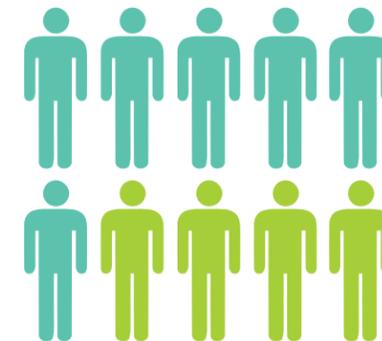
"**Interest in historic places** topped the list of specific draws among **Colorado visitors in 2012,** followed by an interest in cultural activities and attractions."

$11.2 BILLION

Total spending by domestic visitors to Colorado

Statistics from: Longwoods International, Colorado Travel Year 2012 Report

National Scenic Byways Discretionary Grants Program

$22.4 million

$4.5 million

$17.9 million
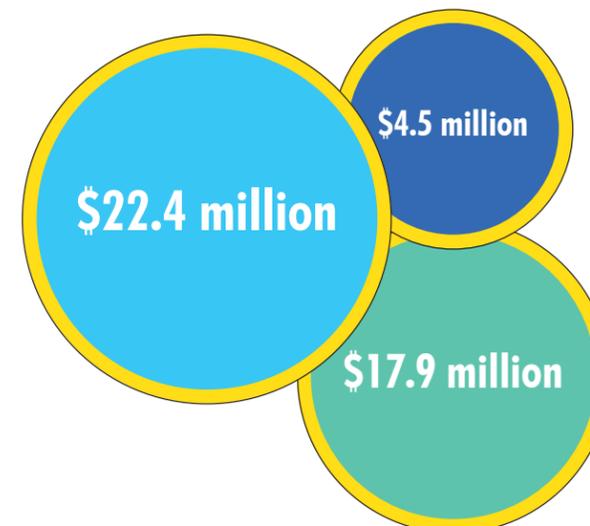
Total Grants Awarded to CO Byways 1992 - 2012

20% Matched Contributions

Total Investment = Grant Funds + Matched Contributions

## GRANT FUNDING

ROUTES ACROSS COLORADO

Colorado Byways connect tourists, preservationists and local communities

LEGEND

- Frontier Pathways
- Gold Belt Tour
- Highway of Legends
- Los Caminos Antiguos
- Santa Fe Trail
- Top of the Rockies
- Unaweep Tabeguache
- West Elk Loop
- - - - All Other Byways
- ⭐ Case Study Route
- Healthy Highways Route
- ◎ Wayfinding Route
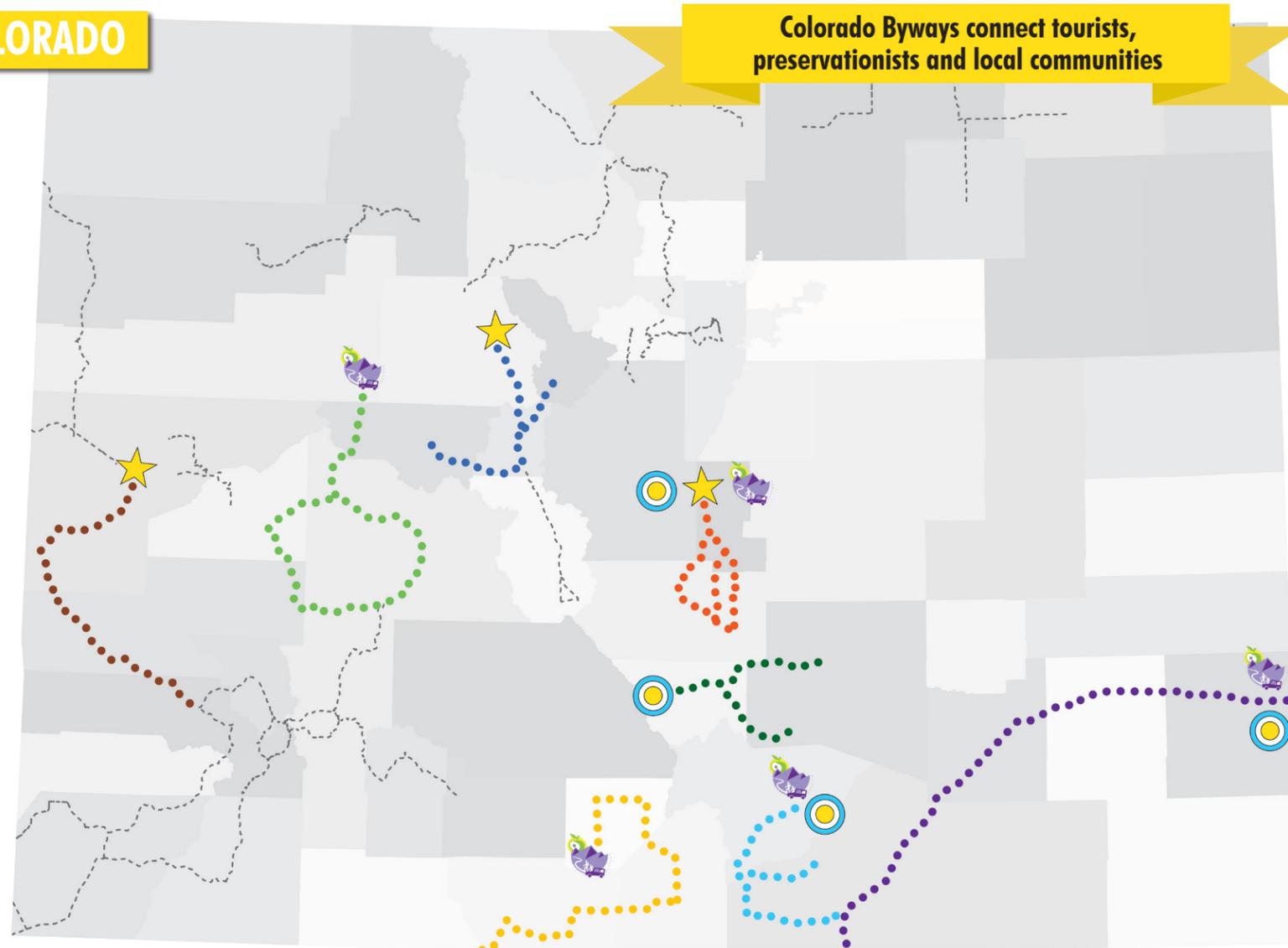
CASE STUDY ROUTES

Unaweep Tabeguache
Length: 133 miles **Driving time:** 3 hours
Features: San Miguel River Environmental Area; Unaweep Seep; Dolores and San Miguel Rivers; Driggs Mansion; West Creek Picnic Area; Gateway Colorado Auto Museum; Nature Conservancy's Tabeguache Creek Preserve; Hanging Flume; Dominguez and Escalante Expedition Historic Marker; Nature Conservancy San Miguel Canyon Preserve.

Visitation by international travelers has increased and may account for up to 10% of the byway's travelers.

Top of the Rockies
Length: 115 miles **Driving time:** 3 hours
Features: Tennessee and Fremont passes; Arkansas Headwaters State Recreation Area; Pike, Arapaho, White River National Forests; Arkansas River Headwaters State Park; National Mining Hall of Fame and Museum; Healy House Museum; White River National Forest.

An average of 4,600 vehicles per day pass by one of the byway's unique interpretive areas, Climax Mine.

Gold Belt Tour
Length: 131 miles **Driving time:** 5 hours
Features: Royal Gorge Bridge; Mueller State Park; Florescent Fossil Beds National Monument.

More than 12,000 acres along the byway corridor have been protected through conservation easements.

BYWAY-RELATED PROJECTS

Healthy Highways
Building connections between Colorado's byways communities and health-conscious families interested in active, nature-based travel.

Wayfinding
Increasing visitor traffic and spending, and bolstering regional and local economic development by improving visibility of and signage along Colordado's byways.

Bike the Byways
Connecting cycling enthusiasts with Colorado's most scenic roadways.
All Routes.

BYWAYS HISTORY

1989
Colorado Scenic & Historic Byways Commission established.

First 5 Byways designated:
Alpine Loop, Gold Belt Tour, Highway of Legends, Peak to Peak and San Juan Skyway

National Scenic Byways program established.

'91

'92
Colorado Scenic & Historic Byways program reauthorized.

Colorado Preservation Honor Award - Colorado Scenic and Historic Byway Commission

'93
Byway technical assistance program initiated.

'95
Colorado Scenic & Historic Byways Commission reauthorized.

American Recreation Coalition Best State Guidebook

The Colorado Historical Society Stephen H. Hart Award

Governor's Award Western Colorado Scenic and Historic Byways Smart Growth and Development

AASHTO Award: San Juan Skyway Historic Preservation Project and Multimedia Package

'02
Colorado Scenic & Historic Byways Commission reauthorized until further modification.

AASHTO Award: Colorado Grassroots Training Program

AASHTO Award: Santa Fe Trail Scenic and Historic Byway Marketing

Southern Colorado Conservation Friends of Open Space Award: Gold Belt Tour and San Juan Skyway National Scenic Byways

2014
25th Anniversary of the Colorado Scenic & Historic Byways Program