

COLORADO BYWAYS Benefit local communities and the state economy.



THE BYWAYS

ROUTES	 26
MILES 2	2,565
CDOT SYSTEM MILES	2,061
OFF-SYSTEM MILES (COUNTY/LOCAL ROADS)	504
DRIVING HOURS	142
COUNTIES	48
DESIGNATED AS AMERICA'S BYWAYS	
US NATIONAL FOREST BYWAYS	10
BUREAU OF LAND MANAGEMENT BACK COUNTRY BYWAYS	2

WWW.COLORADO.COM FOR 2018

# OF PAGE VIEWS	_	/	,000
PAGE VIEWS OF BYWAYS-RELATED ARTICLES		518	,000

FACEBOOK INSIGHTS FOR 2018

TOTAL DAILY REACH	437,088
TOTAL DAILY ORGANIC REACH	436,991
TOTAL DAILY PAGE ENGAGED USERS	36,451

GOOGLE ANALYTICS

PEOPLE FOUND YOU ON GOOGLE 2018 TOP SEARCH QUERIES

#1 ATTRACTIONS #2 SCENIC DRIVES NEAR ME

Nationally, 55% of the U.S. outdoor consumer population has taken scenic drives/road trips in the past year. (April 2018, Outdoor Industry Association)

VISION STATEMENT

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

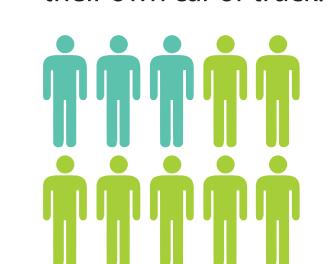
VISITORS

In 2018, 70% of 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 2018**

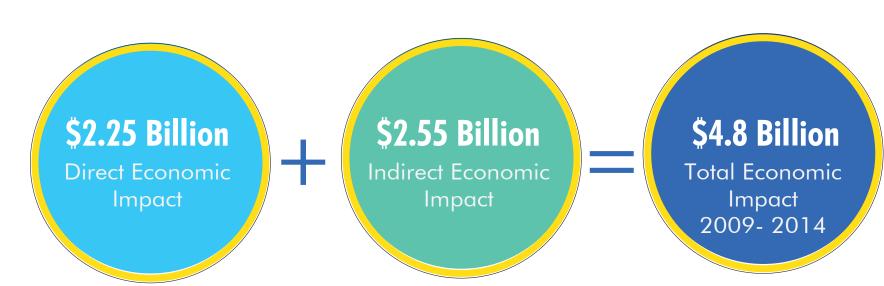
> followed by an interest in cultural activities and attractions."**



Total spending by domestic visitors to Colorado *

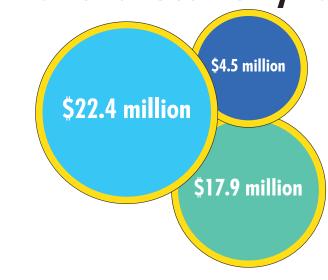
** Statistics from: Longwoods International, Colorado Travel Year 2018 Report

* Dean Runyan, Colorado Travel Impacts 2000 - 2018



Colorado Scenic Byways Econmic data analysis report 2016

National Scenic Byways Discretionary Grants Program



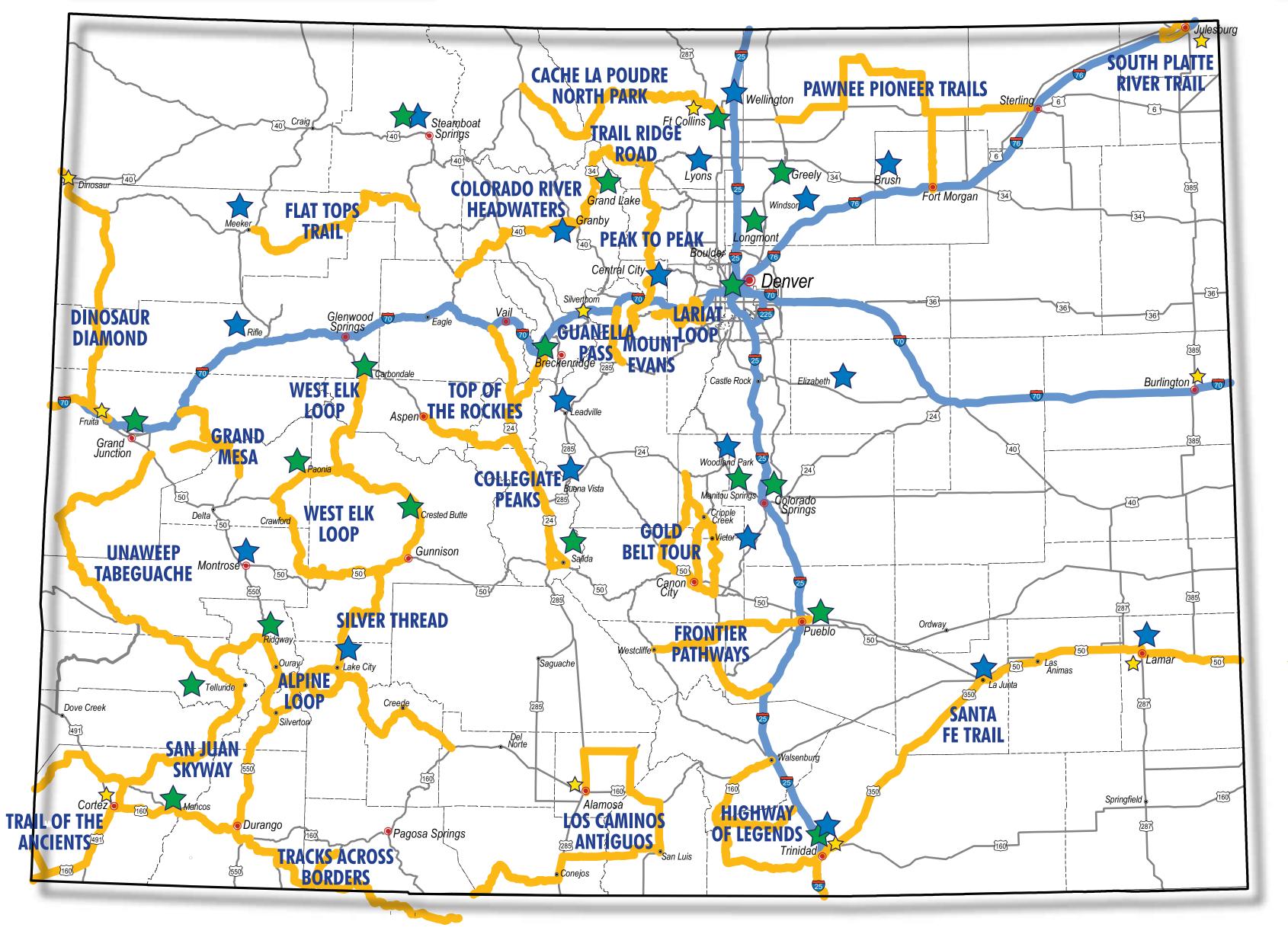
GRANT FUNDING

Total Grants Awarded to CO Byways 1992 — 2012

20% Matched Contributions

Total Investment = Grant Funds + Matched Contributions

PARTNERS ACROSS COLORADO



469,108

PROJECTS & GOALS

BYWAY-RELATED PROJECTS

Strategic Plan

Strategic Plan for the Colorado Scenic and Historic Byways Commission (January 2017).

International Conference

Hosted 2018 the International Preserving the Historic Road Conference in Fort Collins.

Wayfinding

Increasing visitor traffic and spending, and bolstering regional and local economic development by improving visibility of and signage along Colorado's byways. Completed Wayfinding Assessments on 26 Byways.

Traveling Photo Exhibit

30th Anniversary and Photo Exhibit shown at Denver International Airport, Colorado State Capitol, History Colorado, and future venues.

BYWAY GOALS MOVING FORWARD

GOAL 1

Maintain the Colorado Byways system that is second

GOAL 2

Elevate the Colorado Byways system to become an important state asset for economic development and livability.

GOAL 3

Ensure that each local byway is a fully functioning part of an excellent statewide system.







American Recreation Coalition Best State Guidebook

Byway technical assistance The Colorado Historical Society program initiated. Stephen H. Hart Award



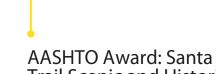
AASHTO Award: San Juan

Skyway Historic Preservation

Project and Multimedia Package

AASHTO Award: Colorado

Grassroots Training Program









Peak and San Juan Skyway



National Scenic Byways

program established.





program initiated.

Governor's Award Western Colorado Scenic and Historic Byways Smart Growth and National Scenic Development Byways grants reauthorized.

AASHTO Award: Santa Fe Trail Scenic and Historic Byway Marketing

Colorado Scenic & Historic Byways grants final reautorized until

furhter modification

Colorado Byways 25th Anniversary Inaugural awards for Byways Designated in 1989

Mary Kiser Award

San Juan Skyway National Scenic Byways





 Reviving America's Scenic Byways Act of 2019

Tracks Across Borders Designation