



COLORADO BYWAYS

Benefit local communities and the state economy.



THE BYWAYS

ROUTES	26
MILES	2,565
CDOT SYSTEM MILES	2,061
OFF-SYSTEM MILES (COUNTY/LOCAL ROADS)	504
DRIVING HOURS	142
COUNTIES	48
DESIGNATED AS AMERICA'S BYWAYS	11
US NATIONAL FOREST BYWAYS	10
BUREAU OF LAND MANAGEMENT BACK COUNTRY BYWAYS	2

WWW.COLORADO.COM FOR 2018

# OF PAGE VIEWS	19,700,000
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	469,108
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."**

\$22.3 BILLION

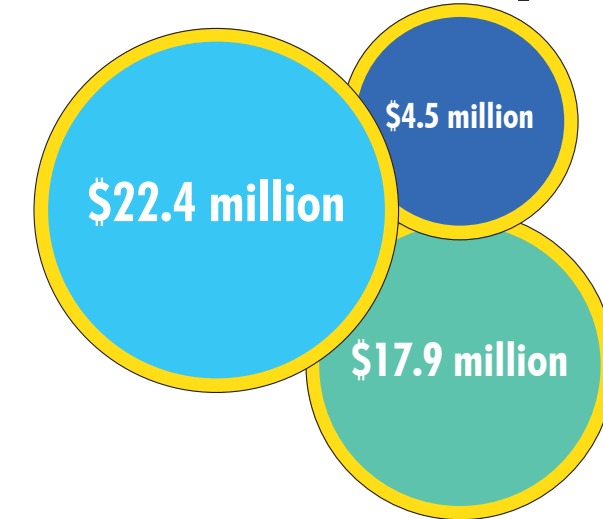
Total spending by domestic visitors to Colorado *

** Statistics from: Longwoods International, Colorado Travel Year 2018 Report
* Dean Runyan, Colorado Travel Impacts 2000 - 2018



Colorado Scenic Byways Economic data analysis report 2016

National Scenic Byways Discretionary Grants Program



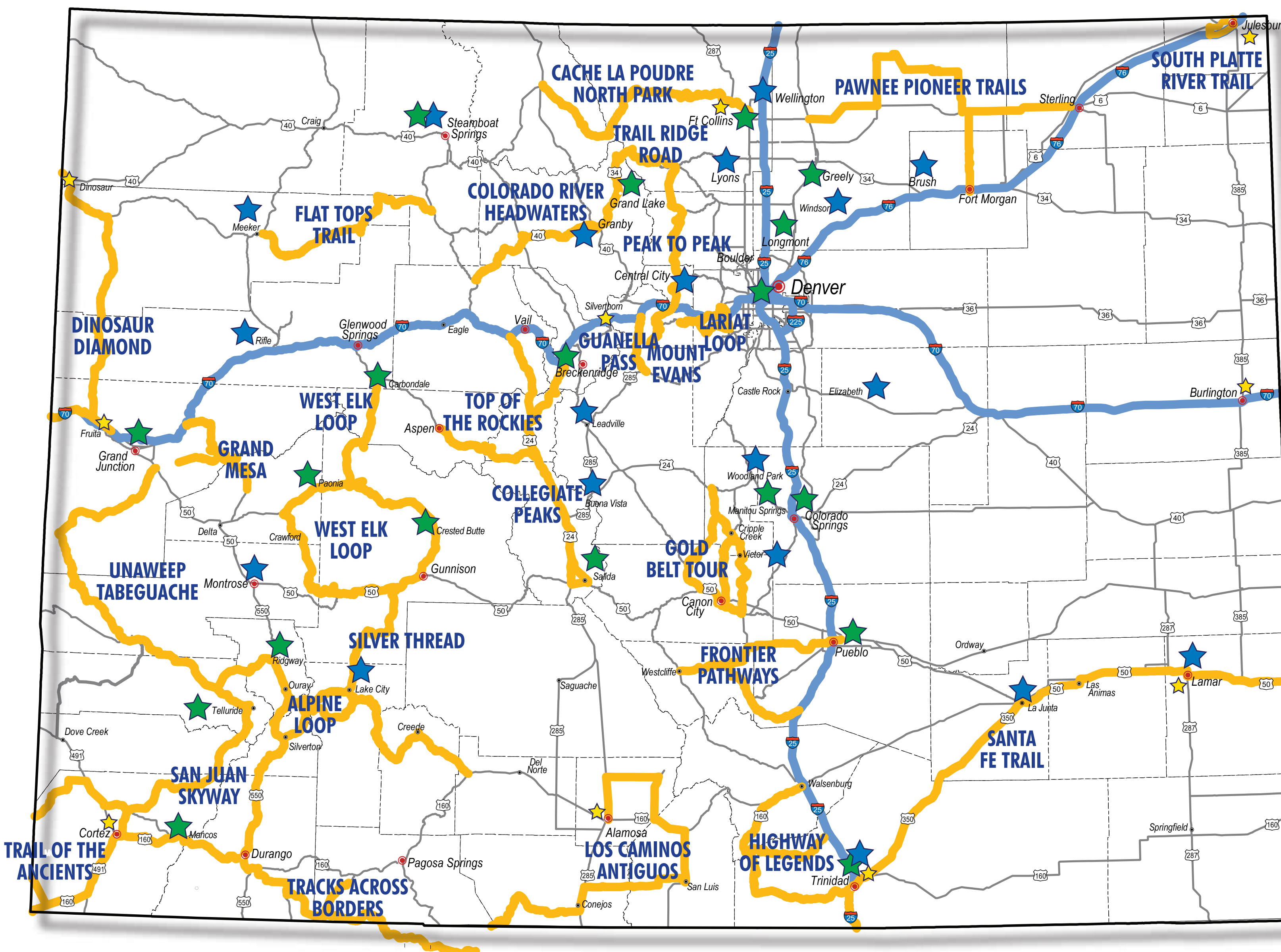
GRANT FUNDING

Total Grants Awarded to CO Byways 1992 - 2012

20% Matched Contributions

Total Investment = Grant Funds + Matched Contributions

PARTNERS ACROSS COLORADO



PROJECTS & GOALS

BYWAY-RELATED PROJECTS

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

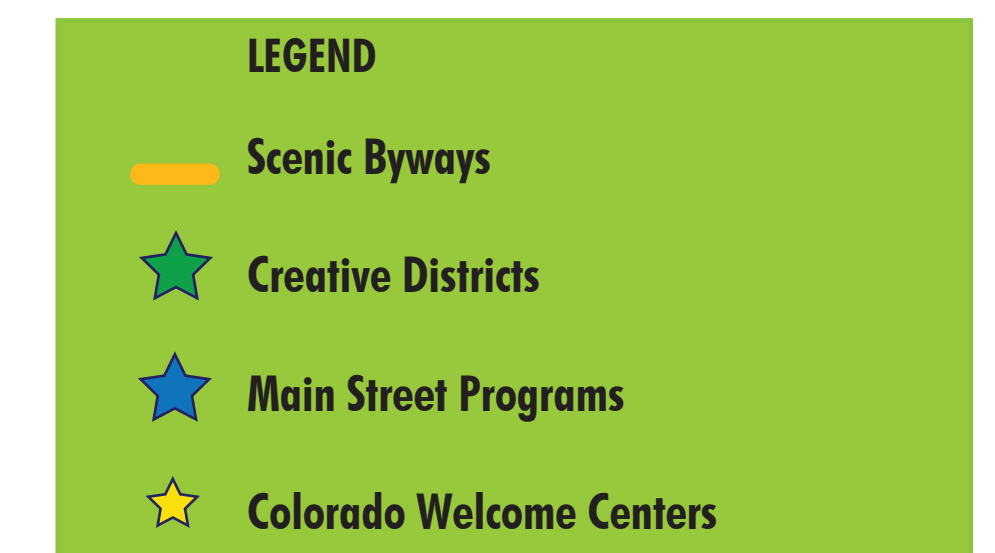
International Conference
Hosted 2018 the International Preserving the Historic Road Conference in Fort Collins.

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 to none.
- 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.



BYWAYS HISTORY

