

Byway Benefits

Community and Economic Impacts



Community Benefits

Byways “help protect and promote the beauty of America’s back roads. Strong scenic byways programs preserve the beauty of the designated scenic corridors, which reaps rewards by protecting community character while providing economic opportunities in tourism and recreation.” - Scenic America

Community Impacts - Paul Bunyan NSB:

The University of Minnesota Tourism Center examined the Paul Bunyan Scenic Byway: Awareness and impact on quality of life & economy. Volunteers asked residents about their perception or views on:

- the importance of tourism to the economy,
- the extent to which the byway contributes to local tourism, and
- the importance of the byway’s contributions to 14 community attributes, such as property values, good jobs, and preservation.

The top three community attributes upon which residents perceived that the Paul Bunyan National Scenic Byway has had a positive influence are:

- preservation of natural and cultural/historic sites
- quality of recreation opportunities
- community beauty.

Economic Benefits

An array of economic studies have been completed over the years. Examples can be found on private and public websites. See the references below.

Economic Impact Highlights

<u>Byway</u>	<u>Annual Economic Activity</u>
Scenic Byway 12 (UT) 134 miles	\$13 million
Route 66 2,451 miles	\$132 million
New Mexico Byways 24 Byways/2,900 miles	\$267 million
Flint Hills Scenic Byway (KS) 103 miles	\$464,000

The Minnesota Tourism Center intercept survey on the Paul Bunyan Byway (54 miles) provided this break out of Economic Impacts:

- 23,800 travel parties visited the region because of the byway. (5% of the total traveler vehicles)
- These travelers spent \$21.6 million while in the region, including \$14.6 million on locally produced goods and services.
- Their spending resulted in 331 full time, part-time and seasonal jobs and \$7.2 million in labor income.

According to Scenic America:

The Blue Ridge Parkway, Virginia/North Carolina - Visitors spent \$1.8 billion in counties adjacent to the Blue Ridge Parkway, according to a 1995-96 study. These expenditures resulted in over \$147 million in tax revenues and supported more than 74,614 jobs in the region.

Forty percent of American adults drive for pleasure. This makes driving the second favorite recreation activity of American adults, second only to walking.

Vermont Scenic Byways - Travelers from out of state who drove Vermont Scenic Byways for the scenic drive or sightseeing spent 25% more per day than those traveling for other reasons.

Colorado Scenic Byways - A survey of tourism-related businesses along two scenic byways in Colorado showed that a majority of business owners estimated a 10% increase in sales due to byway designation.

REFERENCES & TOOLS

Economic Development Research Group (EDR Group). Economic Impact of Scenic Byways. <http://www.edrgroup.com/library/economic-development/economic-impacts-of-scenic-byways.html>

Scenic America. Economic benefits of byways. <http://www.scenic.org/issues/scenic-byways/scenic-byways-benefit-local-economies>