

Byway Buzzwords

Terms and Definitions



America's Byways – The term used to describe and market the collection of 184 distinct roads designated by the U.S. Secretary of Transportation, including both National Scenic Byways and All-American Roads.

Authenticity – The quality of being genuine or real. It is something that is legitimate, true, and based on facts.

Byway – A public road having special intrinsic qualities recognized through legislation or some other official designation.

Byway Corridor – The road's right-of-way plus the adjacent area that reflects the character of the byway. The width can vary with different intrinsic qualities, sites, and attractions.

Byway Leader – A representative of a byway, or collection of byways, who serves as a liaison and champion for the byway program.

Byway Story – A coordinated message that conveys the intrinsic qualities and uniqueness of the byway. The narrative about the byway corridor, either true or based on legend, is designed to interest, amuse, or instruct an audience.

CMP – The Corridor Management Plan is a written document which outlines the byway's goals, strategies, and responsibilities for protection and enhancement of intrinsic qualities.

Confidence Marker – A sign that provides information to confirm that you are on the chosen roadway. It may note the number of miles or turns to take towards another point of reference.

Designation – The process of a road being recognized as a byway by a state, Indian tribe, or federal agency.

De-designation - The process to remove byway designation, often for road safety or inactivity of the local support organization.

DMO – A Destination Marketing Organization is responsible for promoting visitation to communities nationwide. Examples include convention and visitors bureaus (CVB), Chambers of Commerce, and state tourism offices.

Interpretation – A mission-based communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource.

Intrinsic Quality – An attribute that is representative, unique, irreplaceable, or characteristic of a byway corridor; namely scenic, historic, archaeological, recreational, cultural, or natural.

Resources – Refers to scenic byway assets, attributes, and features found in the byway corridor including vistas, buildings, sites, or natural life, all of which contribute to the intrinsic qualities of the byway.

Segmentation – Creation of a gap or sector along a byway that encompasses features incompatible with intrinsic qualities of the byway corridor. This often occurs to accommodate outdoor advertising or other circumstances.

Story Mapping – The graphic display of visuals, linked to descriptions, along a map that enables the traveler to gain deeper insights about a byway corridor's attributes.

TODS – Tourist Oriented Directional Signs are blue or brown roadside guides for eligible tourist destinations, businesses, or services. They often indicate distance and turning instructions.

Viewshed – A geographical area visible from a location along a byway. It includes all surrounding points that are in the line-of-sight.

Virtual Tour – A simulation using video or still images of a route involving other media such as sound effects, music, narration, and text.

Visitor Experience – An individual's personal response to an encounter outside of their usual environment which includes trip planning, the trip visit, and post-trip memories.

Wayfinding – What the traveler does to navigate along a byway, using traffic and byway signs, maps, and brochures for guidance.

Wayshowing – What the byway leadership does to provide signage and guidance for travelers to navigate with ease along the byway.