

# Measuring the Impact of Florida Scenic Highway Designation



*Real Places. Real Stories...*



*Real Places. Real Stories.™*



# Measuring the Impact of Florida Scenic Highway Designation

## Purpose:

1. Develop user-friendly data analysis programs that identify interesting relationships and trends related to the spending, travel behaviors, and preferences of scenic highway travelers to help byway organizations garner stakeholder support, acquire new and sustainable sources of revenue, and plan for the future.
2. Measure the quality of life impacts of scenic highways.

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## Purpose:

3. Produce standard estimates of the economic impacts of scenic highways based on
  - 1) one day spent on a scenic highway
  - 2) an overnight stay on a scenic highway



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## ■ Visitor Survey

- Identify visitor demographics
- Validate effective promotion strategies for byways
- Identify motivation for travel
- Collect feedback on the overall byway visitor experience
- Verify the scenic highway as a travel destination



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- **Quality of Life Survey**
  - Identify the intersection of what byway communities believe contributes to quality of life and the work of the byway organization

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- **Promoting the online visitor survey:**
  - FSHP website and social media
  - Scenic highway websites and social media
  - Emailed to travelers who request byway maps/brochures
  - Scenic highway visitor centers or partner attractions
  - Tourism partners



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- **Promoting the online quality of life survey:**
  - Byway organization distribution lists
  - Partner organizations
  - Homeowners associations
  - Business associations (chambers of commerce, etc.)

