

Attracting Visitors: Building Byway Itineraries

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President

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National Scenic Byway Foundation Board Member

Boom or Bust Byway

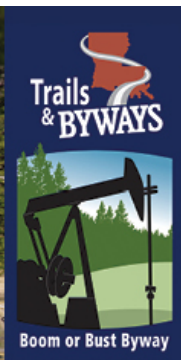
Introduction

- * **National Scenic Byway Foundation** - The NSBF will assist in the current and future development, management, preservation and enhancement of byways through cooperation between units of government, the for-profit, and the not-for-profit sectors. www.nsbfoundation.com; www.comeclosertoamerica.com
- * **Boom or Bust Byway** - The Boom or Bust Byway follows Highway 2 and is defined by the Louisiana/Texas border on the west and the loop around the town of Homer to the east. The Byway is comprised of four parishes: Caddo, Bossier, Webster and Claiborne. www.boomorbustbyway.com



Itinerary or Profile Sheet?

- * **Profile Sheet** – a sheet (usually one page, two-sided) detailing tips and facts about things to do and people to contact in the area covered.
- * **Itinerary** - a planned route or journey, a travel document recording these.



Welcome to the BOOM OR BUST BYWAY!

SHREVEPORT-BOSSIER, LA

Most people know about Louisiana's rich Cajun, Creole and French heritage and culture, but today along the Boom or Bust Byway you are going to experience "Louisiana's Other Side." And you won't be disappointed!

The Boom or Bust follows Highway 2 and is defined by the Louisiana/Texas border on the west and the town of Homer to the east.

You'll drive along roads lined with colorful wildflowers, placid bayous, peaceful plantations, shady forests, and rich productive farmland. You'll pass pretty, well-kept churches reflecting the Protestant faith of most 19th century settlers. Instead of shrimp gumbo or crawfish Etouffée, here in Louisiana's Other Side you can feast on local favorites such as fried chicken, catfish, or chicken fried steak with green beans, okra, sweet potatoes, and cornbread. In the quaint towns, you'll discover hidden treasures in the shops and fascinating history in the museums.

Why is it called the Boom or Bust Byway? The answer soon will be apparent. As you drive along the byway you will see evidence of the economic booms and busts experienced by the resilient people of Northwest Louisiana. You'll see graveyards of old oil field equipment that died when the oil industry went bust. But you'll also see new oil and gas facilities being built in response to the current booming oil economy.

And, if you pass through Shreveport-Bossier you'll see the new booming industry - Gaming! Six floating, and fun-filled, casinos can be found along the banks of the Red River. Maybe it is fitting that gaming is now the latest booming industry in Northwest Louisiana, because folks here have been gambling for years --- gambling on the steady supply and demand for oil and gas, . . . gambling that once a forest is cut, it will grow back again, . . . and gambling that Louisiana soil will bring forth an abundant crop in spite of regular droughts and floods. Along the Boom or Bust Byway you will meet these gamblers... these self-reliant survivors who proudly call "Louisiana's Other Side" home.



CADDO PARISH

A trip along the Boom or Bust Byway is a good way to get a feel for the adventurous spirit of local people and Caddo Parish's many natural attributes. Caddo Lake to the south and Black Bayou Lake to the east and north, offer scenic vistas and a taste of north Louisiana's Sportman's Paradise.

But it is the boomtown history that underscores another reality-the prevalence of oil and gas in the past and present. Beginning in 1911, drillers discovered that they could sink wells into Caddo Lake and tap huge pools of oil under the lake bed, prolonging and expanding the frenzy of oil and gas production that was a hallmark of north Caddo's boom or bust cycle.

BOSSIER PARISH

The Red River, local lakes and bayous have been just as important to the well-being of northwest Louisiana as underground pools of oil, piney forests, and iron tracks of railroad, and equally interconnected.

Historically water provided transportation and food. Trappers harvested furs. Flowing water powered sawmills. Today, bayous, lakes (both natural and man-made) and the Red River still anchor many regional communities in Bossier Parish providing a source of recreation, flood protection and natural beauty.

As the Red River meanders through the rich farmlands, it picks up soil, which contains iron oxide. This soil gives the water a reddish-orange color and it is why the river got its name. Boats carrying supplies up the Mississippi and then up the Red River were forced, at great expense, to detour and travel the bayous and lakes around the Great Raft, a more than 200-mile log jam. The government sent Captain Henry Miller Shreve to clear the jam and the city soon after was established and named for the captain.

HOW TO ENJOY THE BOOM OR BUST BYWAY

Byway travelers tend to be wanderers, easily enticed into side trips. Mileage end to end is about 130 miles. A purposeful trip, with stops at the byway's kiosks in (Vivian, Plain Dealing, Sarepta, and Homer) might take six hours. If you decide to fully enjoy the byway, plan at least a full day.

This GPS-driven tour can be downloaded onto the user's smartphone by searching for the free "N LA Byways" app in the iTunes Store or Google Play for Android. Travelers without a smartphone can check out a handheld device called a GPS Ranger® in order to experience the video tour. Both the free app and the GPS Ranger® show travelers their position on a map, while revealing the history and culture of communities along the Boom or Bust Byway. GPS Ranger® devices can be checked out from and returned to the following locations:

- Louisiana Welcome Center at Greenwood - 9945 I-20 W., Greenwood
- Shreveport-Bossier Convention and Tourist Bureau - 629 Spring Street, Shreveport
- Lake Claiborne State Park - 225 State Park Road, Homer
- Monroe-West Monroe Convention and Visitors Bureau - 601 Constitution Drive, West Monroe
- Louisiana Welcome Center at Mound - 836 I-20 W., Tallulah

Links for more information about the area and byways:

- www.shreveport-bossier.org
- www.shreveportbossierfunguide.com
- www.byways.org

GET A SNEAK PEAK AT THE BOOM OR BUST BYWAY - CHECK OUT OUR VIDEO

A video tour of the Boom or Bust Byway is an excellent way to make the most of your visit. These videos are divided into segments so you can see as many or as few as you wish.

scan to view video



Shreveport-Bossier
Convention and Tourist Bureau
629 Spring Street
Shreveport, LA 71101
800-551-8682 • info@sbcbr.org





Boom or Bust Byway follows LA Highway 2 and is defined by the Louisiana/Texas border on the west and the loop around the town of Homer to the east. The Byway is comprised of four parishes: Caddo, Bossier, Webster and Claiborne. You'll drive along roads lined with colorful wildflowers. Depending on the season the highway might be lined with golden coreopsis, cheerful sunflowers or crimson clover often against a background of dark green pine trees. You'll drive past placid bayous, peaceful plantations, shady forests, and rich productive farmland. The Boom or Bust Byway got its name from the economic booms and busts experienced by the resilient people of Northwest Louisiana.



View the beautiful, blooming sunflowers at the Sunflower Trail and Festival along Highway 3049 in Gilliam, Louisiana.

NOT-TO-BE-MISSED EXPERIENCES

- The **Louisiana State Oil and Gas Museum** - See the historical importance of the first oil discovery in 1905.
- **Barksdale Global Power Museum** takes you through an exciting journey into the past.
- **Caddo Lake Drawbridge** is a vertical-lift bridge that is listed on the U.S. National Register of Historic Places.
- **Lake Bistineau State Park** offers a blend of beautiful hardwood forest, open water and enchanting Cypress and Tupelo trees.
- **Germantown Colony and Museum** - Step back in time to 1835. The colony operated on a communal basis for 36 years, finally dispersing in 1871.
- **Earl G. Williamson Park & Recreation Area** - Caddo Lake's shoreline is covered with bald cypress trees that add to a mystical charm and beauty of the lake. It is a naturally formed lake that still has many active oil wells.
- **Herbert S. Ford Memorial Museum, Inc.**, built in 1890 as the Hotel Claiborne, houses a vast collection that tells the history and culture of the North Louisiana Hill Country.
- **Lake Claiborne State Park** is a beautiful wooded shoreline bordering the magnificent lake that presents such an unspoiled natural setting. The piney woods, the rolling hills, and the cool, clear waters inspire the outdoor enthusiast in all of us.



Lake Bistineau State Park



Caddo Lake Drawbridge



Barksdale Global Power Museum



Louisiana State Oil and Gas Museum



Earl G. Williamson Park & Recreation Area

Discover the charm of rural northwest Louisiana.

www.boomorbustbyway.com

Contact information: **Evelyn Cassell**, Boom or Bust Byway, Byway Coordinator
ecassell@sbctb.org | 318-222-9391

SEDONA, ARIZONA

THE MOST BEAUTIFUL PLACE ON EARTH, IN SO MANY WAYS



WELCOME TO SEDONA! Sedona offers a myriad of activities for all travelers from adventurous to relaxed, as well as for those who wish to stroll the splendid streets of Uptown or Gallery District. Sedona's red rocks are a reminder of nature's strength and an invitation to a world of exciting outdoor activities. Following are some suggestions on how to *Experience Sedona!*

SUGGESTED 1-NIGHT 2-DAY ITINERARY – SEDONA HIGHLIGHTS

Day 1

Arrive in Sedona

Drop your guests in Uptown Sedona where they can do a scatter lunch (or set up a group lunch at one of our group friendly restaurants) and enjoy the shops and galleries for a couple of hours. Following are some suggestions for the rest of the day:

Enjoy a trolley ride

Your guests can enjoy a scenic overview of Sedona's Red Rock Country on a quaint open-air trolley for a fun and entertaining ride. Various itineraries will take you to the Chapel of the Holy Cross, out to Boynton Canyon, or Bell Rock for dramatic pictures stops and lively commentary. Pick up at some hotels and group charters available.

Visit Art Galleries and Shops

o Tlaquepaque Arts & Crafts Village

Nestled beneath the shade of Sycamores on the banks of Oak Creek is Sedona's unique arts & craft village. Fashioned after Tlaquepaque in Guadalajara, Mexico, your guests will stroll through a wonderland of shops, restaurants & galleries.

o Hillside Sedona

Art galleries, distinctive shops, and restaurants are set against the backdrop of gorgeous red rocks.

o Shops at Hyatt Pinon Pointe

Your guests can stroll through 3 open courtyards of shops and restaurants while viewing magnificent red rock formations.

Red Rock State Park

Our state parks offer exciting entertainment for all ages. Red Rock State Park is a 286-acre nature preserve and riparian habitat with exhibits and a video presentation on the geology, flora and fauna of the region. Ranger programs can be arranged for your clients.

Sedona Heritage Museum

Have your guests "take a step back in time," as they stroll the grounds of this unique and historic pioneer home. Each room covers a segment of Sedona's history from 1876 to present including the ranching, farming, and golden age of western movies. Orchards of apples and peaches played a big part in Sedona's early economy. Your guests can tour the Apple Barn which can also be used for group events.

Vacation is Vacation, Right?

- * American versus European Vacations
- * Why Partnerships are Important



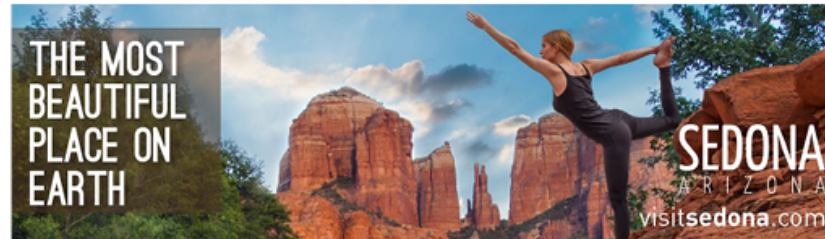
Fascinating, Authentic or Distinctive Experiences

- * Provide Options for Different Tastes and Types of Travelers – See your Byway Through Their Eyes



SEDONA, ARIZONA

THE MOST BEAUTIFUL PLACE ON EARTH, IN SO MANY WAYS



WELCOME TO SEDONA! It is said that Native Americans consider Sedona a sacred place. This is often observed in many Native American ruins and cultures. These early people traveled many miles to come for ceremonies and celebrations. In modern times, Page Bryant was meditating on the beautiful red rocks and said she felt an energy coming from the rocks and used the phrase "vortex" to describe the phenomenon. Since then, many metaphysical and spiritual people have come here seeking peace and harmony. As you explore the many aspects of Sedona, we hope you, too, can leave with a special peace and harmony that is truly Sedona. Following are some suggestions on how to *Experience Sedona!*

SUGGESTED 3-NIGHT 4-DAY ITINERARY

SEDONA NATIVE AMERICAN & SPIRITUAL EXPERIENCE

Day 1:

1. Take a tour to Native American Ruins
Some local tour companies are "permitted" at certain sites.
Individuals need reservations at Palatki.
2. Shopping
There are many shops and galleries that carry Native American Jewelry, Navajo Rugs, Kachina Dolls, Pottery, Baskets, Native American Fetishes, Art pieces, etc.
3. Native American Ceremonies or Storytelling
Some local tour companies and resort properties offer ceremonies, healings, storytelling or Native American music and entertainment.

Day 2:

1. Take a Day Tour to Hopi Reservation
The Hopi Tribe is a sovereign nation located in Northeastern Arizona. From Sedona your drive will take you through Oak Creek Canyon, Flagstaff and parts of the Navajo Reservation. Spend time exploring the Hopi culture on three mesas. Stop for lunch at the Cultural Center and Museum. They encourage visitation but ask that people be respectful of their laws, culture and way of life.
- OR
2. Take a Tour or Drive to Montezuma Castle National Monument, Montezuma Well & Tuzigoot National Monument
These sites were occupied between 400 A.D. and 1450 A.D. by the Sinagua Indians. Paved walkways and exhibits in the Visitor Centers will enhance your experience as you explore and learn about these ancient peoples of the Southwest. The Castle and Well have picnic tables for visitors and groups.

Other Options:

- Walnut Canyon National Monument

Options to Consider

- * Craft Beverages, Wine or Food Tours
- * Farm to Table Experiences
- * Things You Pass by Every Day (but are uncommon to others)



Be Realistic About Timing, Availability





Creole Nature Trail Itineraries - West Side Itinerary

One of only 43 so designated scenic byways in the USA, and affectionately known as *Louisiana's Outback*. With a total of 180 miles – you might want to break up the trip. Here are 2 itineraries that will take you along both the east and west sides of the trail. Feeling adventurous? Take on the full mileage! Let's gas up the car and start road trippin', Lake Charles-style!

Remember – these are just ideas. Enjoy your visit your way!

Trip Mileage: 126 miles, Driving Time: 2hr 19 mins
Estimated Activity Time: 3hrs 50 mins (includes 1hr for lunch)

Depart for the Creole Nature Trail All-American Road.

One of only 43 All-American Roads in the United States, the Creole Nature Trail All-American Road offers world-class bird and alligator populations make this byway a natural wonder while top-notch fishing, hunting, crabbing, boating, nature photography and other outdoor opportunities distinguish the byway as a recreational paradise. [Free tour app, search "Creole" in your app store.](#)

First stop, Creole Nature Trail Adventure Point.

Creole Nature Trail Adventure Point is a free, fun, new attraction that immerses you in nature and Louisiana's unique culture. Through imaginative, hands-on displays sure to inspire, you can learn the best places to spot alligators and migrating songbirds, take a peek at wildlife found in bayous and marshes, smell mouthwatering aromas of Cajun/Creole cooking, and "play along" with a Cajun and Zydeco band.

Time to stretch your legs at the Sabine National Wildlife Refuge's Wetland Walkway.

Located within Sabine National Wildlife Refuge, this 1.5 mile (round trip) fully accessible boardwalk offers walking access into and over saltwater marshes. Viewing scopes, observation decks, five rest shelters along the path and a two-story observation tower offer exceptional views.

Experience the "end of the earth." Visit Holly Beach, one of several undeveloped Gulf beaches.

One of 26 miles of accessible Gulf beaches perfect for [picnicking](#), [swimming](#), [shelling](#) or surf fishing.

Calling all Birders! You do not want to miss the Peveto Woods Sanctuary.

Found directly at the center of the trans-gulf migration path on the edge of the Gulf of Mexico, Peveto Woods is a uniquely located chenier habitat ecologically vital to a host of winged wonders — both birds and butterflies. It is preserved and maintained by the Baton Rouge Audubon Society. In the fall, Peveto Woods is a last stop for food and rest as birds head south over the Gulf. In the spring, as birds cross the Gulf heading north, it is the first stop for food and rest. It's a great place for birding, butterfly observation and nature photography.

You've worked up an appetite.

*Treat yourself to a seafood dinner, poboy, or choice of plate lunches at one locally owned eateries in the area. *Note you are on the west side of the trail, keep that in mind while searching through listings**

The Scenic Route.

You've completed the west side of the Creole Nature Trail and most of the western spur. Head back to the city for more fun.

Motivated to conquer the Trail? Continue your excursion along the Creole Nature Trail by heading east on Hwy. 82 for a ride on the [Cameron Ferry](#) that will take you (in your vehicle!) across the Calcasieu River Ship Channel. Keep a sharp eye, porpoises are a common sight among the boats in the ship channel, hoping for a free meal from the shrimp boat nets. Once you are back on land, head east into Cameron. [Check out the Creole Nature Trail – East Side Itinerary](#) and just work your way to Lake Charles, La.

Estimated Round Trail Trip Mileage: 162.6 miles, Driving Time 3hr 55mins

Take Care of the Necessities

- * Lodging
- * Dining
- * Modes of Travel



Entertainment

- * Shopping
- * After Hours Entertainment
- * Arts and Culture



Additional tips

- * What to wear – pack or buy local
- * Basic weather information





LOCAL KNOWLEDGE

The best travel advice comes from the people who live here.
[LEARN MORE](#)



Lakes to Locks Passage: The Great Northeast Journey



HOME

DISCOVER PLACES

EVENTS

THEMES

ABOUT US

ADD PLACES

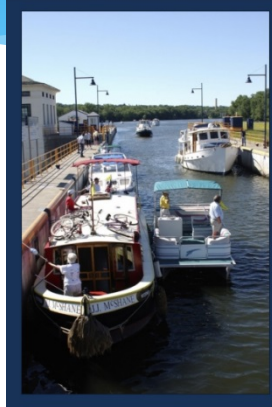
MY PACK BASKET

LOGIN

On Your Own

Champlain Canal Boater's Itinerary

BACK

2 Thumbs Up! [Click here to give your thumbs up.](#)

Like Share Add to My Pack Basket

An Itinerary on the Alfred Z. Solomon Cultural Heritage Trail

Historical trails, battlefields, bike trails, museums, and plenty of small businesses dot the landscape between Waterford (Lock 1) and Whitehall (Lock 12). Originally built as a feeder line for the Erie Canal, the Champlain Canal played a significant role in the growth of the Industrial Revolution in New York and America. The communities that dot the landscape are rooted in the economic opportunities that the natural and manmade waterways made available to them. As you boat upstream the Upper Hudson River and Champlain Canal, you will discover that many of these communities have not changed much since the boom days of the mid nineteenth century. Row houses and high Victorian manors, rolling hills and calm waters, and the loud bells of canal boats and soothing chirp of crickets all await mariners on America's first highways.

[Lock C-1](#)[Lock C-2](#)[Lock C-3](#)[Lock C-4](#)[Lock C-5](#)[Lock C-6](#)[Lock C-7](#)[Lock C-8](#)[Lock C-9](#)[Lock C-11](#)[Lock C-12](#)[Explore the Narrows of Lake Champlain](#)

Best Times to Go

Late Spring, Summer

What You Should Know Before You Go

The New York State Canal Corporation is a subsidiary of the New York State Thruway Authority. State legislation transferred responsibility and day-to-day operations for the 524-mile Canal System from the state Department of Transportation to the Thruway Authority in 1992. While Lakes to Locks Passage is happy to provide information regarding the Erie and Champlain sections of the Lakes to Locks Passage, questions regarding the operation of the canals should be directed towards the NYS Canal Corporation at 1800-4CANAL4 or www.nyscanals.gov.

What About this Experience is Distinctive or Authentic to the Character of the Region?

The New York State Canal System is not only rich in history, but also culture. Many immigrants worked long and hard to create this magnificent waterway. Folklore, songs and speech lingo emerged from those individuals working along the Canal. As the population grew and the Canal prospered, it became not only a transportation waterway, but also a vacation area.

Additional Notes

Lock 8,9,...11?

Original blueprints created for the Champlain Canal were varied, and rather than renumber the prints, which were hand drawn, the lock number was simply omitted.

Don't have a boat? See below for a list of canal cruises and boat rental destinations.

www.mohawkmaidencruises.comwww.ecboatina.com

Fees (if any)

www.canals.ny.gov/evvac/boating/index.html

Related Content:



Community Organizations

Alfred Z. Solomon Heritage Trust

For More Information, Contact:

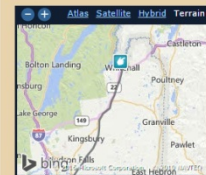
Andrew Alberti
Lakes to Locks Passage
info@lakestolocks.org
www.lakestolocks.org

518-597-9660



come CLOSER...

Explore the landscape and history of Lakes to Locks Passage.



LATITUDE: 43.559359420
LONGITUDE: -73.400807400
ELEVATION: 95 FT (29 M)

Thumbs Up Place Nearby



Brant Lake
(19.2 miles / 31.1 kilometers)

SIMILAR | NEARBY

[Alfred Z. Solomon Cultural Heritage Trail](#)
"Nothing should be hidden." The formula that Alfred Z....

[Chester/Horicon Itinerary](#)
In the western portion of Warren County, a broad series of lakes, ponds...

[Driving Tour of Riverspark](#)
An Itinerary on the Alfred Z. Solomon Cultural Heritage Trail When a natural...

[H.H. Richardson: An Albany Architecture Tour](#)
An Itinerary on the Alfred Z. Solomon Cultural Heritage Trail Any visitor to...

[Historic Erie Canal Locks, Cohoes](#)
The original 1825 Erie Canal came north through Cohoes and proceeded north...

[SEE MORE](#)

Itinerary Examples

- * Sedona Arizona:
<http://visitsedona.com/travel-trade-industry/sample-itineraries-planning/>
- * Creole Nature Trail:
<https://www.visitlakecharles.org/things-to-do/itinerary-ideas/creole-nature-trail-itineraries/>
- * Lakes to Locks Passage:
http://www.lakestolocks.org/content_detail.php?uid=ltl623160AFE0DA2296E

Marketing Your Itineraries

- * Design of Itinerary Collateral
- * Websites/Mobile/Apps

Day 1

Arrival to Ben Gurion Airport

Opening Ceremony in Caesarea

Welcome ceremony on the Mediterranean beach under the backdrop of the ancient Roman port. View the old amphitheatre, hippodrome, and aqueduct.

Kfar Kedem

Experience life in a Galilean village of two thousand years ago. Learn how to make pita bread in the traditional way and enjoy a donkey ride over ancient trails.



Marketing Your Itineraries

* **Receptive Operators:**

A receptive tour operator is a tour company that specializes in tourism experiences and manages products and services for incoming visitors most often booked through international tour operators.

How they operate...

Receptive tour operators purchase products such as hotel rooms and transportation directly from suppliers and then package them to be sold to the wholesale tour operator who then sells them to the travel agents. In other words, a receptive is a broker of tourism products and packages!

Marketing Your Itineraries

IPW – formerly known as International Pow Wow

- * Large International Trade Show

June 3-7, 2017

Washington, DC

- * Cost Effective Way to Participate: NSBF

www.comeclosertoamerica.com

Byway Education

- * Businesses & Locals
 - * Who, What, Where of Byway
 - * Who Will be Coming
 - * Expectations/Needs of Internationals
 - * How to work with Receptive Operators & Tour Operators