

National SCENIC BYWAY Foundation



the national voice of scenic byways & roads

Member site: www.nsbfoundation.com

Visitor site: www.travelbyways.com

U.S. TRAVEL ASSOCIATION®



ipw
POWERED BY U.S. TRAVEL ASSOCIATION

SAN ANTONIO
MAY 20-24, 2023

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Is the International Market Right for your byway?

One:

Is your byway/organization willing to commit to at least three years working the international market?

LONG TERM COMMITMENT

- Not just in it for one year and see how it goes. Must commit to working the international market for at least 3 to 5 years!!
- Not just IPW and lead follow-up. Stay in contact with international tour operators with new happenings/information that is relevant to them/their clients at least once every 6 months.

Two:

Is your community ready to welcome international visitors?

Truly ready to welcome peoples who look and talk differently?

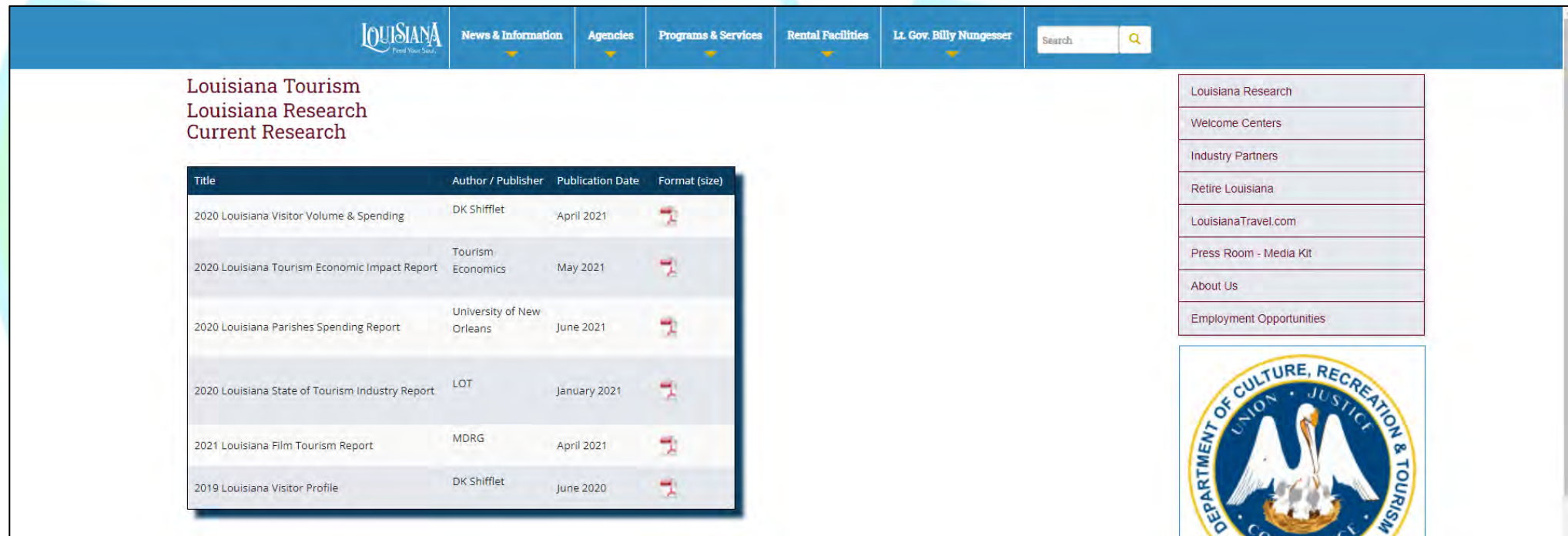
Byways are typically not going to be part of first time trips to USA...will be 3rd or 4th trip when looking for new, authentic, “none of my friends have done this” **experiences**

Be cognizant of your community and who they will be, or won't be, accepting of

Three:

Which international visitors already come to your area or nearby?

You don't have to do research...ask your state tourism office or search their website



The screenshot displays the Louisiana Tourism website. The header features the Louisiana logo with the tagline "Feed Your Soul," and navigation links for News & Information, Agencies, Programs & Services, Rental Facilities, and Lt. Gov. Billy Nungesser. A search bar is also present. The main content area is titled "Louisiana Tourism Louisiana Research Current Research" and contains a table of research reports. To the right, there is a sidebar with links to Louisiana Research, Welcome Centers, Industry Partners, Retire Louisiana, LouisianaTravel.com, Press Room - Media Kit, About Us, and Employment Opportunities. At the bottom right, the official seal of the Department of Culture, Recreation & Tourism is visible, featuring two pelicans feeding their young in a nest.

Title	Author / Publisher	Publication Date	Format (size)
2020 Louisiana Visitor Volume & Spending	DK Shifflet	April 2021	
2020 Louisiana Tourism Economic Impact Report	Tourism Economics	May 2021	
2020 Louisiana Parishes Spending Report	University of New Orleans	June 2021	
2020 Louisiana State of Tourism Industry Report	LOT	January 2021	
2021 Louisiana Film Tourism Report	MDRG	April 2021	
2019 Louisiana Visitor Profile	DK Shifflet	June 2020	

If you think that the International Market is for your byway:

Determine where your nearest international airport is located?

Remember, it may not be in the same state.

Step 4B: How do they get to you from this hub, and WHY should they include your byway/area in their holiday?

Must give them a large enough reason to make it worth their while.

May not be just your byway....what else in your area should they experience? Maybe a great local lunch spot with shopping adjacent – think local, authentic, unique, can't get just everywhere, **EXPERIENCE**

Any information shared with international visitors should **ALWAYS** include a map

- Does not have to include mileage but is definitely helpful
- If itinerary is for international visitors, best practice to have both distance in miles and kilometers...drive time also helpful
- If you neighbor another state, especially if they are home to one of your international airports or are a tourist draw, they should be on the map as well

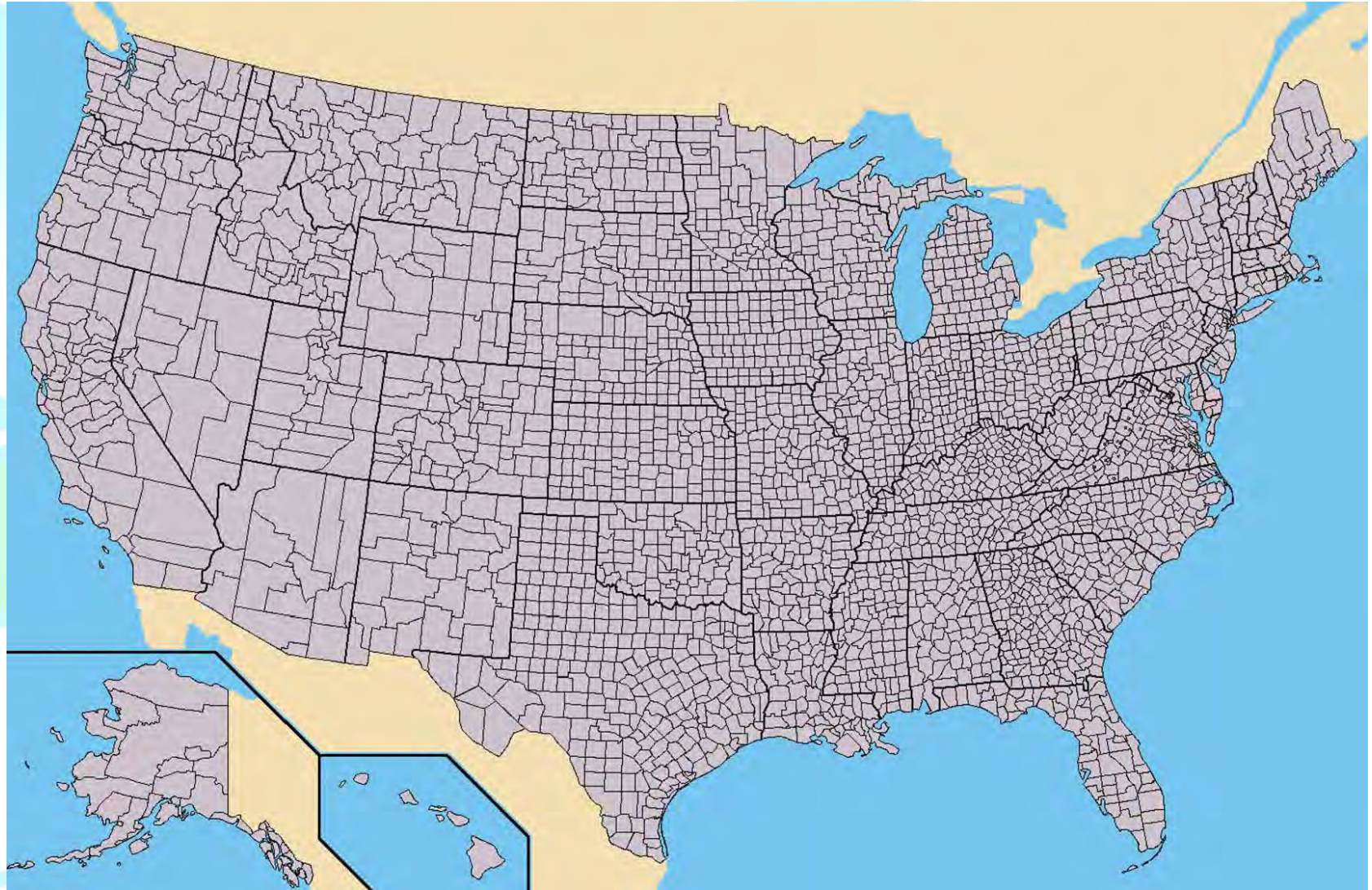


When planning route,
remember that visitors
do not see state or
county lines. So why do
we...?

They **are** going to leave your
area/byway, eventually.

Encourage them to go
somewhere else in your
state...

or even better, to a
partners' area nearby, even
if it is in another state.



Translations:

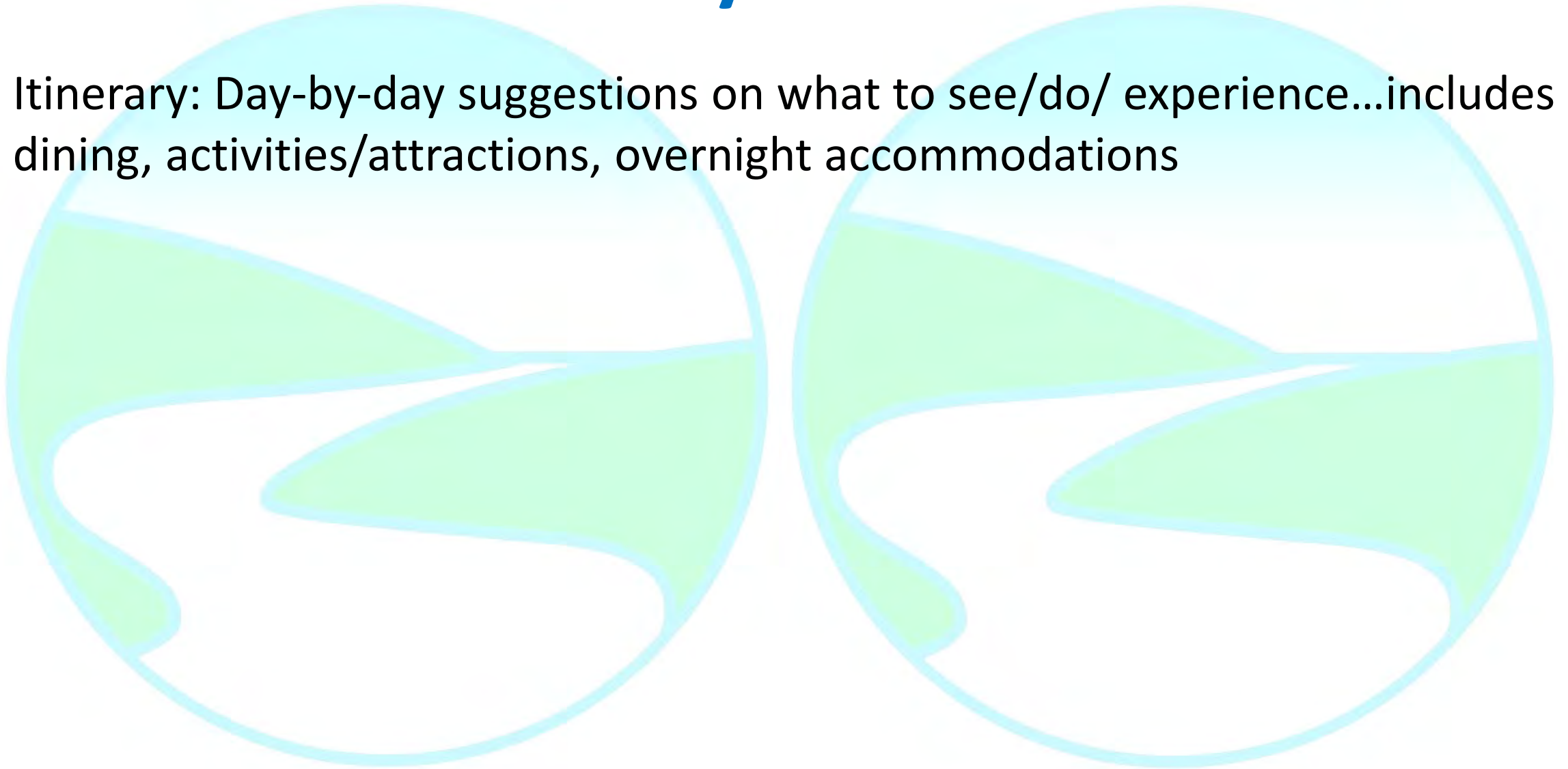
Most citizens of first world countries speak English...at least a little.

If seeing substantial numbers from a particular country, may want to translate select brochures/itineraries. Partner with your local tourist commission, convention & visitors bureau (cvb) or other DMO (destination management organization) as well as your state office of tourism

- Use reputable company to do translations (Transperfect is my preferred vendor)
- NEVER, NEVER, NEVER use google translate or any other AI based translation system

Whole new country – where do we start?

Itinerary: Day-by-day suggestions on what to see/do/ experience...includes dining, activities/attractions, overnight accommodations



HOME • PLAN YOUR VISIT • TRIP IDEAS • CAJUN TASTE-AWAY

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CAJUN TASTE-AWAY

A Foodie Getaway

All the Louisiana flavors you are looking for are right here in Southwest Louisiana! Cajun and Creole cuisine is prevalent and boudin is a staple snack throughout the area.

Experience the culturally-infused cuisine unique to Southwest Louisiana for yourself by adding some of the culinary tourism adventures below to your visit. Utensils are optional.

[Click here for Printable Version.](#)

Itineraries do not have to be printed (can be on website or social media)
BUT do need to be printable

International data fees are very expensive so may *want* to encourage to print itinerary in advance or at their hotel

Day 1

Revving up for Boudin

Served for breakfast, lunch or dinner - The best way to enjoy this meat and rice treat is to fill up the car with gas, get some napkins and follow your nose along the [Southwest Louisiana Boudin Trail](#). Over 30 mom and pop meat markets and grocery stores make up this trail of deliciousness! You're the guide on this foodie exploration. With a copy of our [Boudin Trail brochure](#), you'll enjoy boudin off the beaten path where the locals eat. Create your own route along the trail, taking in some of the attractions along the way.



Create your own route along the trail, taking in some of the attractions along the way.

*Digestion Suggestion I:

Visit the [Creole Nature Trail Adventure Point](#), a fun, free attraction that immerses you in nature and Louisiana's unique culture. Foodies will enjoy the boudin exhibit, as well as the mouthwatering aromas of Cajun and Creole cooking as you smell the spices used in our regional cuisine. [Click here for Creole Nature Trail All-American Road itineraries.](#)

Dinner Bell is Ringing

Finish the day with ONE more boudin meal with a twist! [Tia Juanita's Fish Camp](#) serves you boudin quesadillas, a Cajun/Mexican fusion dish that is mouthwatering good!

*For more restaurant options, check our [Top 20 Local Favorites](#) list.

Day 2

Thirsty? Rum equals Fun



Time to wet your whistle with a local spirit or two! [Bayou Rum](#), located off of Interstate 10 in Lacassine, La. is the largest private rum distillery in the USA. The facility offers free distillery tours, a rum tasting bar and gift shop. Bayou Rum is handcrafted on-site the Louisiana way; in a traditional copper pot

Sample Five Day Byways and Public Lands Itinerary Creole Nature Trail All-American Road, Lake Charles, Louisiana, Kisatchie National Forest and Big Thicket National Preserve

Times noted are the minimum times that should be allowed to tour an attraction.

Day One

Arrive Houston International Airport (IAH), obtain rental car and head west about 2.5 hours on Interstate 10 to Sulphur, Louisiana.

2-3 hours

Southwest Louisiana Boudin Trail

Considered a staple snack in the southern regions of Louisiana, boudin (pronounced boo-dan) is made of varying amounts of rice, pork meat, liver, onions, parsley and dry seasonings. Bought by the pound, boudin is Southwest Louisiana's favorite finger food. And each boudin master has their own secret recipe...over 20 locations, follow the trail and try several!



1 hour

Experience Creole Nature Trail Adventure Point, 2740 Ruth St., Sulphur, LA 70665, 337-502-4358, www.visitlakecharles.org/AdventurePoint
New, free, fun 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.

Dining



Overnight

Choose from a huge variety of cuisines at local restaurants including, of course, Cajun. Let our group services work with you to select a location and menu options within your price point or, for a list of the top 20 restaurants as voted by the locals, visit <http://www.visitlakecharles.org/restaurants-culinary/top20/>
From world-class casino resorts to budget friendly hotels to campground, bed & breakfasts and RV parks there is a large variety and number of accommodations to choose from to enhance your stay in Southwest Louisiana. <http://www.visitlakecharles.org/hotels-lodging/>

Day Two

4-8 hours

Tour the Creole Nature Trail All-American Road featuring three National Wildlife Refuges as well as one state wildlife refuge
Creole Nature Trail All-American Road & Public Lands Sample Itinerary - 1

337-436-9588, www.CreoleNatureTrail.org



One of only 43 All-American Roads in the entire United States, the Creole Nature Trail is a journey into the untamed wilderness of Louisiana's Outback. 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. Perfect for all abilities you will see wildlife right out your vehicle window! 26 miles of accessible Gulf beaches with plenty of shells, 3 walking trails and much more. Free tour app available, search "Creole", in English, French, Spanish, German, Japanese and Mandarin Chinese.



[Sabine National Wildlife Refuge](#)
[Cameron Prairie National Wildlife Refuge](#)
[Iacassine National Wildlife Refuge](#)

Day Three

Check out of your hotel and enjoy a few more sites in Southwest Louisiana/Lake Charles before heading west on Interstate 10.

1 hour Tour the Historic Charpentier District

Charpentier Historic District: Covers 40 blocks of downtown Lake Charles. Homes dating from the late 1800s to the early 1900s designed by carpenter architects. Free tour app available by searching "Lake Charles Historic", tour in English, French, German and Spanish.



Lake Interstate 10 west

30 minutes
of Imperial Calcasieu

Tour the Mardi Gras Museum
(located in the Central School Arts & Humanities Center), 809 Kirby St., Lake Charles, LA, 337-430-0043 www.sylamardigras.com

This museum features the largest Mardi Gras costume display in the world. The rooms display the history of the festival, the Captains' Den, costume design, king cakes, and the marvel of 12th Night. Also showcased are ballroom costumes and a Mardi Gras parade display, including a parade float that everyone can climb aboard.

Creole Nature Trail All-American Road & Public Lands Sample Itinerary - 2

Specifically geared towards exploring public lands, and written for tour operators/travel agent/receptive operator use for giving recommendations to their clients

Day 4

Travel via Interstate 10 east to Interstate 49 then proceed north to Kisatchie National Forest.

6-8 hours

Kisatchie National Forest



The only national forest in Louisiana, Kisatchie encompasses more than 604,000 acres. Hidden in the bayous, beneath the bold cypress groves and old growth pine, is a world of natural beauty, excitement, learning, recreation, resources and wildlife in their purest form. There are numerous trails throughout the Forest that are marked as multi-use trails. Distances vary from 1/2 mile to nearly 30 miles. Most traverse across rolling hill terrain with many scenic areas scattered throughout. Bird watching, Sightseeing, Scenic Drives, Overlooks, Wilderness Areas and Scenic Rivers, and other areas of interest abound throughout the Forest. For all the details and to plan your Kisatchie trip visit <http://www.fs.usda.gov/kisatchie>

Overnight Overnight in the nearby communities of Alexandria (south of Kisatchie) or Natchitoches (west of Kisatchie.) For information on accommodations, restaurants and more visit the websites below.
Alexandria - <http://alexandriapinevillela.com/>
Natchitoches - <http://www.natchitoches.com/>

Day 5

Take the back roads by heading southwest on state routes to Big Thicket National Preserve.

6-8 hours

Big Thicket National Preserve



A convergence of ecosystems occurred at Big Thicket during the last Ice Age, bringing species from very different habitats together in one relatively small area. Cacti and yucca grow near longleaf pines, while southern magnolias grow near beech and bald cypress trees. Approximately 40 miles of hiking trails, ranging from a 0.3 mile boardwalk loop to 15 miles, allow hikers to observe many different ecosystems. The preserve includes two Texas State Paddling Trails: the 21-mile Village Creek Paddling Trail and the 5-mile Cooks Lake Paddling Trail. Local outfitters can provide equipment and shuttle services. Get all the details at <http://www.nps.gov/bith/index.htm>

Overnight

Make your way to Houston in preparation for departure tomorrow. Be sure to enjoy some incredible BBQ while you are in Texas! Check out the Houston CVB's website for the very latest information - <http://www.visithoustontexas.com/>

Example

Creole Nature Trail All-American Road & Public Lands Sample Itinerary - 4

ADDED OCTOBER 27, 2020

Blowing Rock: Crown of the Blue Ridge 3-Day Adventure

Length: 2 - 3 days

Region: North Carolina

Themes: [Arts & Culture](#), [Craft Beer](#), [In Town](#), [Local Food](#), [Nature & Outdoors](#), [Picnic](#)

Blowing Rock is located directly on the Blue Ridge Parkway, and is home to several iconic NC High Country attractions. It takes more than one day to tour some of the best-known sites. If you are looking for a sight-seeing adventure or just want to revisit your favorites, check out this itinerary!



Day 1: Around Town

Morning: The Blowing Rock and downtown Blowing Rock

Get started at the town's namesake, [The Blowing Rock](#). The view is incomparable, and the near-constant winds inspired a Native legend about the site. An impressive observation deck offers nearly 365-degree views, while a pretty loop trail is a relaxing way to enjoy the scenery. The rock itself is a perfect place to take a bucket-list photo!

The Blowing Rock Attraction is less than 5 minutes from downtown Blowing Rock off Valley Boulevard/Hwy 321. Open year round, weather permitting. Allow at least 30 minutes.

Take the rest of the morning to get to know downtown [Blowing Rock](#)! You can spend the entire afternoon without having to move your car if you park in one of the parking decks just off Main Street- there are no time limits on the spaces. The quaint village-like atmosphere is uncommon nowadays and there is plenty to enjoy. Stroll along the welcoming streets to see unique shops and galleries, even some that keep a studio space inside the shop where you can watch artists work. When you're ready for a break, have lunch at one of many eateries downtown.

ADDED SEPTEMBER 14, 2020

Haywood County Family Adventure Itinerary

Length: 2 - 3 days

Region: North Carolina

Themes: [Family-friendly](#), [Fishing](#), [Hiking Trails](#), [Horseback Riding](#), [Local Food](#), [Nature & Outdoors](#), [Picnic](#), [Swimming](#), [Wildlife](#), [Working Farm](#)

Haywood County is the perfect home base for an action-packed family vacation. With a long list of outdoor adventures, incredible places to explore and a wide range of restaurants and takeout options that appeal to palates of all ages, it's easy to see why families love to stay and play in the Great Smoky Mountains of North Carolina.

[Family Adventure Itinerary \(printable version\)](#)

DAY ONE

[Rise and Shine—It's Fishing Time](#)

They say the early bird gets the worm . . . well, so do the trout! Purchase a three-day inexpensive fishing license to fish in the designated [Mountain Heritage Trout Waters](#) in Waynesville and Maggie Valley. This special three-day license can be purchased online at [www.ncwildlife.org](#) or by telephone Monday-Friday, 8 a.m.-5 p.m. at (888)248-6834. You can also drop a line in [Ferguson's Trout Pond](#) at [Ferguson Supply & Cafe](#) in [Clyde](#), where you're sure to catch more than a few trout in their fully-stocked pond, a perfect for fishing newbies (or those just looking to relax).

Did you forget your fishing pole and tackle box? No worries! Stop by the [Maggie Valley Visitor Center](#) and pick up a free tackle box filled with six lures/flyes and you can borrow either a fly rod or a spinner rod.

Horseback Riding at Cataloochee Ranch

119 Ranch Dr., Maggie Valley 28751

What better way to explore the North Carolina Smoky Mountains than by horseback? Enjoy wildflowers, mile-high vistas, lush forests and the cool quietness of rhododendron tunnels as you ride through Cataloochee Ranch and the surrounding Great Smoky Mountains National Park. Half- and full-day rides available.

Itinerary should include suggested timing:

- Time to spend at each stop
- Travel time between stops – especially critical for those coming from a distance
 - Visitors coming from rural area, not used to traffic and how to account for that in their travel plans
 - Visitors from urban area, not used to wide open spaces and lack of consistent signage and can “feel” lost

- 2-hours [Pujo St. Café](#) - 901 Ryan St, Lake Charles, 337-439-2054. Sometimes, there's nothing better than visiting your favorite restaurant with friends. For 25 years, Pujo St. Cafe has been a local favorite, serving up an eclectic menu of Southern comfort food, classic American fare and cocktails.
Travel time: 30 minutes
- 30 minutes [Gator Chateau](#) - 100 Rue de l' Acadie, (I-10 Park Exit 64), Jennings, LA, 337-821-5521. A Rescue, Educate, Release program that fosters orphaned baby alligators until they can be released back into their natural habitat. Docents will educate you in all things alligator. The babies are hand fed and don't bite. You can hold them and take your picture.

Optional Add-ons:

- 1-1/2 hours [Crawfish Farm Tour in Jeff Davis Parish](#) - Learn everything about Louisiana's favorite food. Guests will experience the habitat, harvesting process, biology of the species, pond ecology, and harvesting equipment during this pond-side tour, followed by how the crawfish are cleaned, graded, and distributed. (Seasonal: March-May)

Or, if it is not crawfish season, [W. H. Tupper General Merchandise Museum, Jennings](#) - Visit an authentic country store operated in rural Jeff Davis Parish from 1910-1949. The store opened during the Great Depression to serve the large number of farmworkers in the area. A capsule of early 20th-century lifestyle, the museum features antique toys, newspapers, games, hats, fashions, sewing notions, fabric, patent medicine, school supplies, and hardware.

- Travel time: 15 minutes*
- 1-hour Distillery tour and tasting at [Louisiana Spirits](#), home of Bayou Rum - 20909 South I-10 Frontage Rd, Lacassine, LA, 337-588-5800. Bayou® Rum is distilled from locally grown sugarcane in southern Louisiana, USA. Our signature "sugarhouse" recipe uses a blend of 100% natural, unrefined Louisiana sugarcane and molasses. Every batch of Bayou Rum is copper pot-distilled and bottled by hand. Tours, tastings, and a great gift shop.
Travel time: 30 minutes
- 1-hour Experience the state-of-the-art [Crying Eagle Brewing](#) - 1165 E. McNeese St., Lake Charles, 337-990-4871. Constructed from the ground up to produce great craft beer and be a place to enjoy it. Features a custom 30-barrel brewhouse for our large distributed brews while the "Brewer's Playground" pilot system is for taproom-exclusive brews along with a taproom with plenty of comfortable indoor seating. Or, step outside to the beer garden to relax and enjoy Louisiana's beautiful outdoors while playing a game of washers or bean bag toss. Hungry? Enjoy a hand-rolled artisan pizza or sandwich. Offering tours, tastings, and dining.
Travel time: 15 minutes
- 1-1/2 hours [Steamboat Bills Original Seafood Warehouse- Broad Street](#) - 732 S Martin Luther King Hwy, Lake Charles, 337-494-1700. Cajun/Creole, seafood. Boiled crawfish (hot & spicy, in season), crabs, seafood dinners, crawfish and shrimp pistolettes, gumbo, etouffee, po-boys & stuffed potatoes. Fast full-service restaurant.

Optional Add-on:

Enjoy dining, shopping, nightlife, gaming, and so much more at Lake Charles' world-class gaming resorts. Located side by side on the water, you can walk to the waterfront boardwalk or take the free trolley between the properties

[L'Auberge Casino Resort](#)

[Golden Nugget Lake Charles](#)

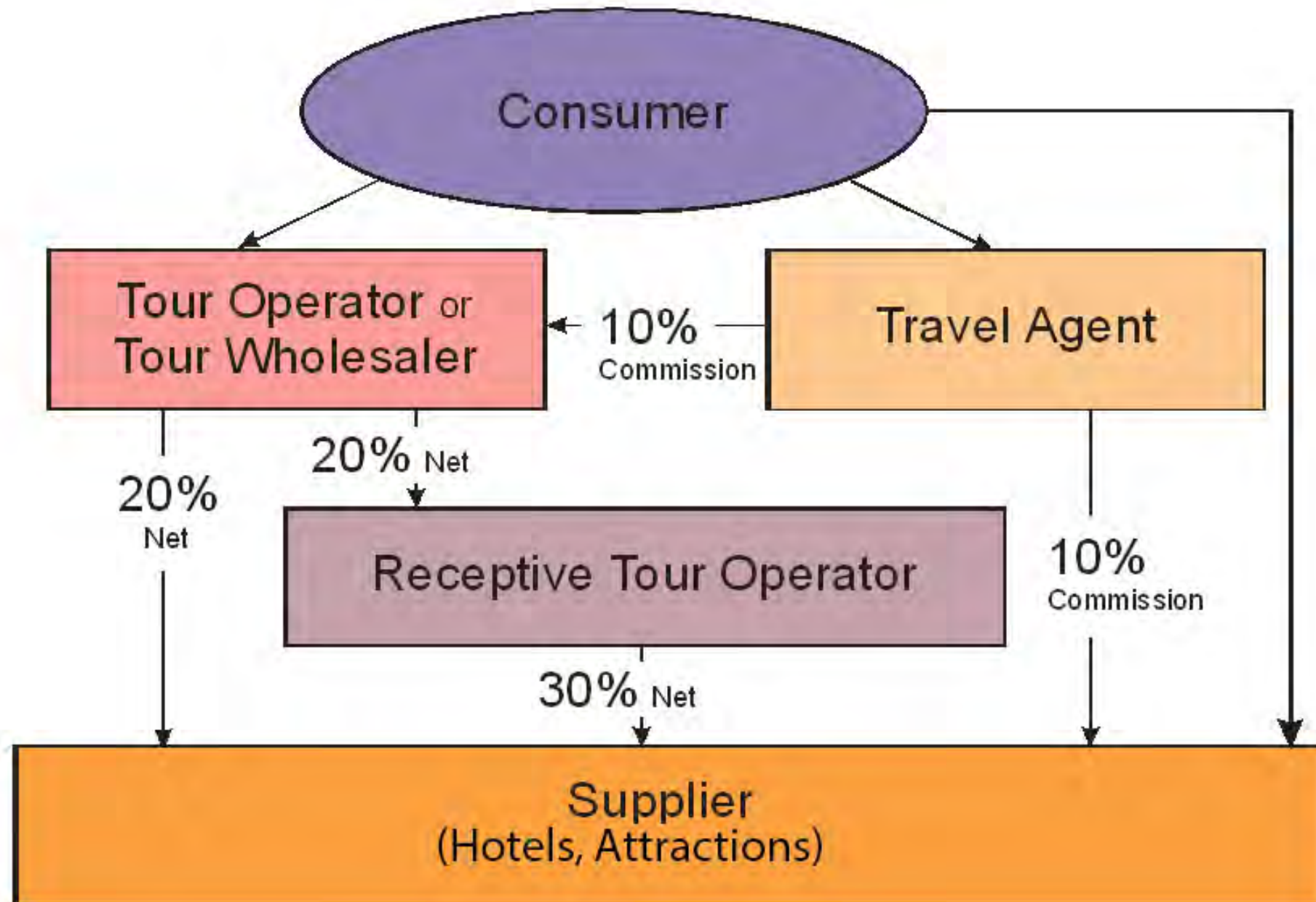
Overnight Lake Charles

Budget: [La Quinta Lake Charles](#)

Moderate: [Courtyard by Marriott Lake Charles](#)

Luxury: [Golden Nugget Lake Charles](#)

International Tourism: Supply Chain





Tomas Rey
President/CEO
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IPW: Big Stage Byway Marketing

The National Scenic Byway Foundation offers members the chance to be represented at IPW – ***the largest appointment-based international travel trade show in the United States*** – at a severely discounted rate.



Due to NSBF long-time participation in IPW, international tour operators now know what scenic byways are and are looking for them and requesting appointments with us at the show.

NSBF is a member of the US Travel Association providing opportunity to represent all byways!

Knowledgeable NSBF representative on site to represent byways who opt-in to participate.



At IPW Tradeshow, NSBF booth is located in prestigious Federal Row



In addition to one-on-one matched appointments with international tour operators, NSBF members who attend IPW talk with these agencies

- teach what byways are
- inform on why byways are important
- build partnerships



Recreation.gov
EXPLORE YOUR AMERICA

ComeCloserToAmerica.com

Special website revamped each year in advance of IPW

[Home](#)[About Us](#)[Tour the Byways](#)▼[Contact Us](#)



COME, EXPERIENCE AMERICA'S AUTHENTIC ROAD TRIPS

AMERICA'S UNDAUNTING, AUTHENTIC STORY CAN BE FOUND ALONG ITS MANY CHAINS OF SCENIC BYWAYS

These awe-inspiring road trips unfold the tales of the indigenous people, national parks, museums, historic sites, nature, waterways, and roadway pull-offs.

This collection of distinct and diverse roads is designated not only for their scenic vistas but also for their recreational opportunities, intriguing history, cultural programming, and archaeological characteristics. These ultimate road trips allow you to come closer to America and serve as gateways to adventure, fun, and lifelong memories.



ABOUT US

America's Byways® is the umbrella term we use for marketing the collection of distinct and diverse roads designated by the U.S. Secretary of Transportation. America's Byways® include National Scenic Byways and All-American Roads.

Our definition of scenic reaches beyond breathtaking vistas. All of America's Byways® represent the depth and breadth of scenery in America—natural and man-made panoramas, electrifying neon landscapes, ancient and modern history, indigenous people arts and culture, and scenes of friends, families, and strangers sharing their stories.

The National Scenic Byways Program is part of the [U.S. Department of Transportation, Federal Highway Administration](#). The program is a grass-roots collaborative effort established to help recognize, preserve, and enhance selected roads throughout the United States. The U.S. Secretary of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archeological, cultural, historic, natural, recreational, and scenic qualities.

We invite you to explore this sampling in the collection of America's Byways®. For more information about the entire collection of America's Byways, All-American Roads and state byways, visit www.travelbyways.com. To learn more about the National Scenic Byway Foundation, which provides byway program leadership, community support, product and brand development, and organizational development, visit www.nsbfoundation.com.

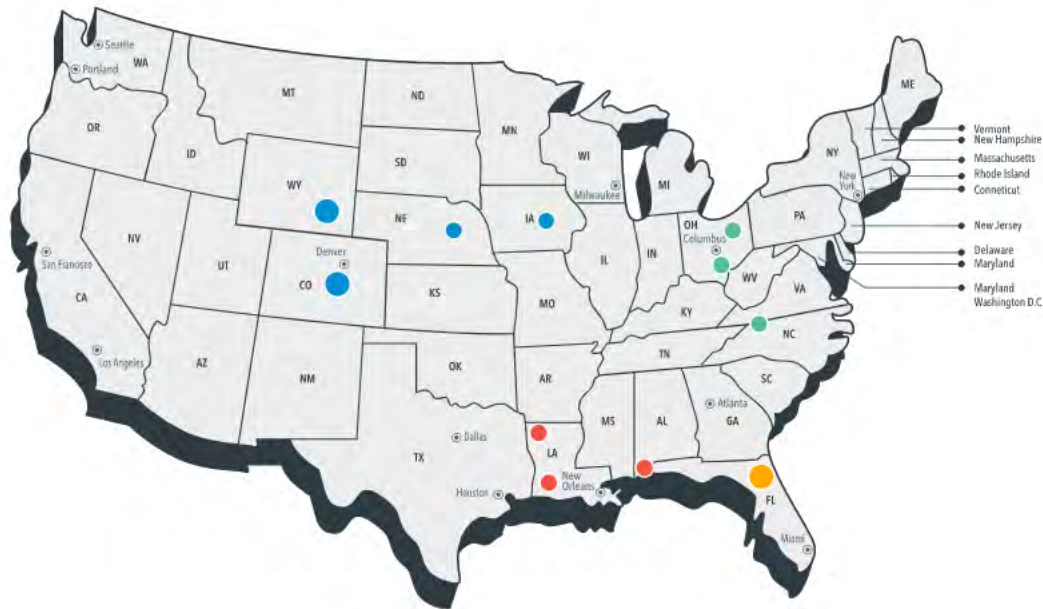


**National
SCENIC
BYWAY
Foundation**

**The National Voice
of Scenic Byways
& Roads**

NSBF members who attend do promote all member byways, with those who “bought in” being given space on ComeCloserToAmerica.com

TOUR THE BYWAYS



BYWAYS ARE SCENIC ROAD TRIPS LOCATED THROUGHOUT VARIOUS PARTS OF THE UNITED STATES.

IOWA LINCOLN HIGHWAY HERITAGE BYWAY



© City of Colo. Iowa

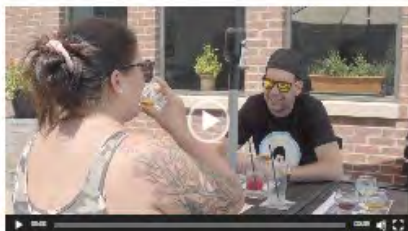
Created as a memorial to Abraham Lincoln, the highway spans over 13 states. Today, you can follow much of the original route on Iowa Lincoln Highway Heritage Byway, passing through dozens of small towns and some of the state's largest cities.

Though farmland is a constant feature, the landscape is as diverse as the communities you'll travel through on the byway's 402 miles. From the wind-swept Loess Hills near the Missouri River to the level plains and undulating river valleys of central Iowa and to the steep banks of the Mississippi River, the views are always changing.

Itinerary

Website

VIDEO



GALLERY

BOOM OR BUST BYWAY



© City of Colo. Iowa

Start your journey through the scenic, back road countryside along the Boom or Bust Byway. This Byway is the ultimate road trip for international visitors, families, retirees, and young explorers who are looking for an off-the-beaten-path adventure. This self-driving tour offers great biking paths, fishing holes, antique shops, local farms, and more.

The Boom or Bust Byway follows Highway 2 and is defined by the Louisiana/Texas border and Hwy. 2645 on the west and Lake Claiborne on the east. The Byway is comprised of four parishes: Caddo, Bossier, Webster, and Calcasieu. Navigating through the Boom or Bust Byway creates the opportunity for travelers to enjoy the company of local people, indulge in southern cuisines, and attend popular festivals throughout the rural towns while recharging in the peaceful setting only found along our Byway.

Travelers can relax in the serene scenery which includes lush, plentiful farm crops, rows of beautiful wild flowers, and a never-ending background of hoes that are booming and blooming along the roads.

In addition to the tranquil atmosphere, there are graveyards of long-abandoned oil field equipment that died when the oil industry went bust, as well as new oil and gas facilities being built in response to the recent booming oil and natural gas economy. For this reason, AAA Southern Traveler magazine named the Boom or Bust Byway a Southern Travel Treasure in 2015. In 2021, the Boom or Bust Byway was named a National Scenic Byway.

Download the free app in iTunes or Google Play to enhance the joy and embrace the Byway.

App Store

Google Play

Itinerary

Brochure

Blog

Website

VIDEO



GALLERY

CREOLE NATURE TRAIL ALL-AMERICAN ROAD



© City of Colo. Iowa

Alligator, over 400 bird species, manatees swimming with 16, 20 miles of natural Gulf of Mexico beaches, fishing, crabbing, Cajun cuisine, and more can be experienced as you travel the more than 160-mile Creole Nature Trail All-American Road. One of only 44 so designated scenic byways in the USA, and affectionately known as Louisiana's Outback, the Creole Nature Trail is a journey into one of America's "Last Great Wildernesses." Get up close and personal with Gumbo Swamp Eco-Tours. Download the brochure and/or the free tour app to fully enjoy the unique terrain and the creatures which call it home.

Many manmade structures along the Trail were destroyed by Hurricane Laura (August 27, 2021). Nature constructs, and wildlife, are still present and thriving. Plan to bring supplies (food, drink, mosquito spray, etc.) and get fuel for your vehicle before heading out on the trail. The most up-to-date information available is on the website.

A free personal tour app is available in iTunes and Google Play. The app is available in English, Mandarin, Chinese, French, German, Spanish, and Japanese.

Blog

Website

Itinerary - Dallas

Itinerary - Houston

VIDEO



GALLERY



BYWAYS

Alabama Coastal Connection National Scenic Byway

Amish Country National Scenic Byway

Blue Ridge Parkway

Boom or Bust Byway

Colorado Scenic Byways

Creole Nature Trail All-American Road

Florida Collection: AIA Scenic & Historic Coastal Byway

Florida Collection: Florida Black Bear Scenic Byway

Florida Collection: River of Loos Heritage Corridor

Iowa Lincoln Highway Heritage Byway

Nebraska Lincoln Highway Scenic & Historic Byway

Ohio River Scenic Byway

Snowy Range & Battle Pass Scenic Byway

Ready or not, here they come. Chances are you already have some in your area.

Even if not going to build itineraries, need to make sure all visitors are welcome.

You may not even realize they are international until interact with them.

If a location/attraction is not ready to do so, don't include in offerings to international visitors. In fact, do you want to promote them at all if don't want visitors?

If you decide you are going to commit to working the international market, IPW is the place to be. And thru membership and buy-in thru NSBF, can do so at a fraction of what the cost would be to do it on your own.





Ready to commit to the International Market
and IPW?

<https://nsbfoundation.com/nsbf-membership/>



Q&A

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