

First Impressions

Improving the Visitor Experience



Three Objectives

How to identify what you can do to enhance the visitor experience

How to engage your byway leaders to notice needed improvements

How to set up a First Impressions Byway Research Program

Engaging Byway Leaders

Byway Leader Assignments –

Kansas has a mile-by-mile assessment

Reporting –

at regular meetings or a ‘suggestion box’ on the byway website

Participation -

- Adopt a Highway program**
- First Impressions Research**



National Scenic Byway Foundation Headquarters

Preparation Questions

What are the expectations of the area you are about to visit?

What specifically do you expect to experience on your visit?

Please identify the websites and other references that you found helpful

Byway Driving Questions



What is the first impression as you enter the byway?

How do you feel...?

Does anything stand out as attractive or unattractive?

... and more ...

Wayshowing & Accommodations

Signs

Appearance of buildings

Vehicle traffic

Pull-offs

Alternative transportation options

...

Wayshowing & Accommodations

Parks, playgrounds...
Emergency care facilities
Public restrooms
Cash machines
Parking

Information Seeking

**Find somewhere that provides
visitor information**

- Where did you choose?**
- Why?**
- What was the experience?**
- What materials did you get?**
- How do you rate the quality?**

Byway Walking Questions

**Visit 3 businesses:
How helpful were they?**

Level of hospitality?

**Were they positive or
negative about the
byway/community?**



Downtown Areas

City/Town/Village visited...

Comments:

- **Architecture**
- **Cleanliness**
- **Signage**
- **Vacancies**
- **Business hours**
- **Other**



Intrinsic Quality Questions

For the six intrinsic qualities – Scenic, Historic, Archeological, Recreational, Cultural and Natural

Which did you recognize as you traveled?

For those features, how well do you feel the community emphasized each feature?

Perceptions & Responses

A photograph of a red barn with a large white smiley face painted on its side. The barn is set against a clear blue sky and green grass. The title 'Perceptions & Responses' is overlaid at the top in a large, black, serif font with a white outline.

**What does the byway corridor
experience TASTE like?**

What does it SMELL like?

What SOUNDS did you hear?

What did it FEEL like?

Thoughts & Impressions

A photograph of a rural landscape. In the background, there is a large white barn with a gambrel roof and two tall silos. A paved road curves through the middle ground, flanked by green fields and trees. The sky is clear and blue.

Four most important features

Three least attractive features

One idea you will take from your experience

What will you remember most in 6 months

Other comments, that never fit anywhere else

Contact Information

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