

## **AARoad designation – the reason for the trip**

### **Corridor Management Plan Update for an All American Road**

**Multi-State creates complexity** to byway management – also depth of experience potential – need to unify whole greater than the sum

What can the **Byway do that no one else is doing?** Unified travel experience with a brand

**Funding** is critical – **Measurements** are essential to differentiate from other investments

**Partners** – recognizable entity Nat Geo/Audubon

Build the identity of the Byway as a **multimodal interconnected waterway** that links the stories and experiences for the byway traveler.

The Lakes to Locks Passage AAR Corridor Management Plan has two strategies for implementation:

1. The **Heritage Center Strategy** is to deliver an authentic visitor experience through a hierarchy of visitor information and interpretive facilities—providing a window to the communities, their stories, society and culture.
  - Identify Thematic Connections
  - Develop a delivery system **LTLTP Gateway Visitor Centers and Waypoint Communities**—the cities, villages, or hamlets that have the ability to “meet and greet” the visitor. They all offer lodging, dining and shopping opportunities and are developing Heritage Centers, where local museums provide byway information and interpretation, encouraging visitors to stop, walk, bike, and boat the byway. Waypoint Communities serve as a “hub” for surrounding towns, hamlets, and countryside.
  - Develop interpretive scenario for thematic experiences
2. The **Roadmap for New York’s Great Northeast Journey** is designed to establish Lakes to Locks Passage as a premiere destination for national and international travelers seeking an authentic, place-based travel experience. Implementation has three strategic goals:
  - Establish a unified regional identity along the byway
  - Deliver an authentic place-based, multimodal visitor experience
  - Market the byway co-branded with America’s Byways and Nat Geo’s Geotourism program

The key to our success with this project was to **have a vision, provide leadership, and build collaboration.**