

The Palisades Interstate Parkway & Henry Hudson Drive SCENIC BYWAY

Tourism, Promotion and Marketing

A Key Component of Corridor Management Plan

- Support application for Federal designation as **National Scenic Byway**
- Help secure designation in program's select **All-American Road** category

Regional Benefits

- Strengthen Byway's Corridor Coalition of Tourism Stakeholders
- Grow Corridor Tourism Market
- Increase Visibility/Funding for Palisades Interstate Park facilities
- Help Define Long-Term Vision/Support for Scenic Byway

Current Visitors to the Palisades Scenic Byway

- 9 million annual visitors to the Palisades Interstate Parks Commission facilities
 - ✓ Access to most popular units (NJ Palisades, Harriman and Bear Mountain State Parks) via the Parkway
- Daily Parkway traffic: 60,000 vehicles (south end) – 30,000 (north end)

US Byway Traveler's general profile

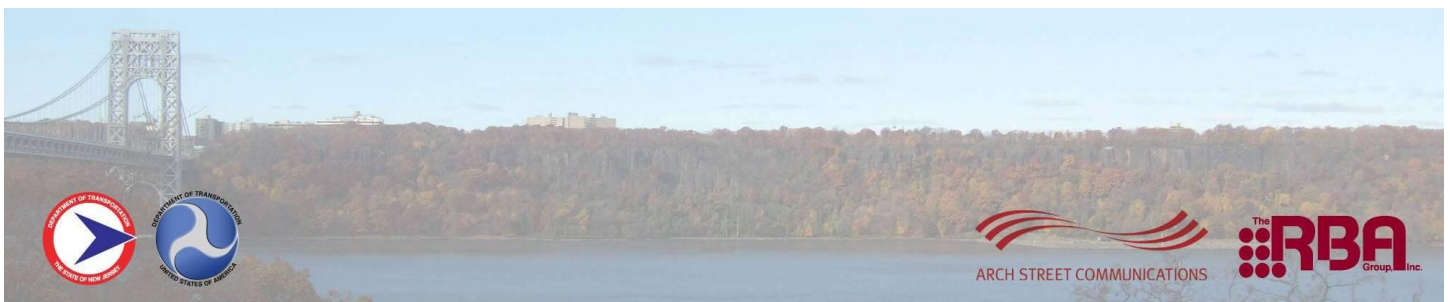
- Income over \$75,000
- Men & Women in equal numbers
- Ages 25 to 64
- Married
- Touring Trips
- Outdoors Trips
- Special Event Trips

What do Byways travelers seek?

- Fun learning experience
- Great for adults/family
- Adventure
- Many choices
- Good for viewing wildlife/scenery
- Great photo ops
- Easy trip planning
- Safe travel

Qualities sought by NE Byways Visitors

- Fun & Exciting
- Unique Learning Experience
- Sightseeing & Entertainment
- Risk-Free Planning
- Safe & Accessible
- Sports & Recreation
- Short Getaways



SCENIC BYWAY

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Assets and Opportunities of the Palisades Scenic Byway Corridor

- Gateway to the Bergen, Rockland, Orange and Hudson Highlands attractions
- Current economy, budget conscious travel
- High gas prices
- Build on pre-existing trend toward “stay-cation”
- Direct access to/from New York City
- Day/Overnight outings for NYC tourists
- Market potential – New York City’s annual tourist visits:
 - ✓ 37 Million Domestic Tourists
 - ✓ 8.7 Million International Visitors

Outreach to Major Target Markets

- Tourism Industry
- Traveler Groups
- Schools/Institutions
- Surrounding Corridor Communities
- Media Outlets

Strategies to Reach New Markets:

1. Establish Palisades Scenic Byway identity as a “destination unto itself”
2. Complete demographic research to create an effective, targeted marketing campaign
3. Identify co-marketing opportunities to benefit recreational and historic corridor attractions
4. Create easy-to-use Website to increase and ease visits to the Byway and the travel corridor

Key Objectives for Tourism, Promotion and Marketing Plan

1. Assess Awareness
2. Brand the Byway
3. Establish Advisory Group
4. Improve Tourism Facilities
5. Define Long Range Strategies

