

7. Marketing

Marketing strategies in this chapter are designed to position Historic Route 66 “front and center” in partner promotions, making the route and surrounding attractions a primary destination for identified target audiences.

This chapter includes the following sections:

- California Historic Route 66 strengths
- California Historic Route 66 opportunities
- Potential Route 66 travelers
- Marketing organizations and venues
- Marketing strategies
- Partner promotional resources

The eastern section of the route from Needles to Barstow passes through spectacular BLM-managed landscapes. They offer a wide variety of engaging historical stories, cultural resources and recreational activities that are highly marketable to many audiences.

However, an analysis of current marketing channels shows that California Route 66 appears most often in the background with only the Route 66 logo or inclusion of the route on a map. Additionally, there are many websites which feature information on the route that are not regularly updated. Some may contain inaccurate information.

Successful marketing will require strong partnerships and a long-term commitment to communicating the unique experience that awaits travelers on California Historic Route 66. Strategies are needed to take advantage of the unique, cultural and natural qualities of Historic Route 66 through the Mojave Desert and position the route as the centerpiece travel destination for all types of travelers.

CALIFORNIA HISTORIC ROUTE 66 STRENGTHS

The Mojave Desert region of California Historic Route 66 offers travel opportunities that today’s travelers are searching to find. The assets position the area for tourism growth. Primary strengths include:

- **Diverse history and unique stories** - The area’s multiple layers of history, ranging from military history to railroad history, World War II and even the story of Spike, brother of Snoopy in the cartoon Peanuts, provide opportunities to engage visitors with a variety of interests. The many unique stories create an outstanding marketing opportunity to tell visitors they can have these experiences “only on California Historic Route 66.”
- **Name recognition** - The famed Route 66 is known nationally

Marketing Goal:

Develop a consistent message along with current and correct information for use by partners across all promotional platforms. Promotions will communicate the unique experience of this section of Historic Route 66. The consistent message will draw connections between California Historic Route 66 and cultural, historic and natural attractions along the route and adjacent BLM Conservation Lands.



Figure 187 Route 66 enthusiasts at the Needles Texaco



Figure 188 Bagdad Cafe, Roadside Attraction sign program

and internationally, providing instant name recognition. A 2012 study of Historic Route 66 travelers (including the entire length of the roadway)¹ found almost 80 percent knew “some or a lot” about the road’s historical significance. Travelers also indicated historical significance was a primary reason for travel on Historic Route 66.

- **Appeal to niche markets** - Historic Route 66 and surrounding region already have much to offer travelers with specific interests. Photographers will find unlimited opportunities to capture images of landscapes or historic structures; railroad enthusiasts will be drawn to the two Harvey Houses and the Western America Railroad Museum; astronomers will want to point their telescopes toward the night sky; and history buffs will enjoy museums, historic sites and murals.
- **Growth of travel to rural areas** - Findings from a 2011 study² on rural tourism in California (defined as areas outside of the four major metropolitan areas of Los Angeles, San Francisco, San Diego and Anaheim) found an increased interest among travelers in visiting rural areas. One of the key motivating factors for considering a rural destination is to experience a unique place—“what I can’t see or do anywhere else.” This desire to visit a unique place aligns perfectly with the nature of the route.

CALIFORNIA HISTORIC ROUTE 66 OPPORTUNITIES

The route offers new opportunities to build on identified strengths and to expand the range of audiences that may be interested in traveling along Historic Route 66. Primary opportunities include:

- **Develop new visitor experiences** - Marketing is only effective if visitor experience matches up to the message communicated to visitors. The visitor experience chapter (Chapter 5) in the document discusses strategies to develop new interpretative materials at sites throughout the area, to create a consistent visual and graphic identity and to establish visitor information centers in the gateway communities of Barstow and Needles. As more sites, activities and experiences emerge, additional opportunities for marketing promotions will be created.
- **Expand marketing information to reach more visitors** - Primary visitor information resources for traveling in the area offer little or no information to help a tourist plan a trip along California Historic Route 66 or explore the surrounding area. It is time-consuming for a tourist to look through multiple sources to gather trip-planning information. The challenge is further increased by the inability to determine whether information is up-to-date or accurate. Travel industry partners will need to



Figure 189 Needles “Travelodge” postcard view

- 1 *Route 66 Travelers Study*, Rutgers University for the World Monuments Fund
- 2 California Rural Tourism Research, Destination Analysts, Inc. for the California Travel and Tourism Commission

gather and make information available in a consistent manner that makes it easy for visitors to find what they need to know to plan a trip.

- Currently there are few options available for guided tours. Opportunities exist for developing new guided tours by preparing packages and training opportunities for tour operators, step-on guides and educational travel groups.

POTENTIAL ROUTE 66 TRAVELERS

Specialized interests help marketers categorize travelers as high priority “audiences” for travel on California Route 66. They include: Route 66 enthusiasts; international visitors to California; cultural heritage travelers; and California travelers. Other important audiences, or target markets, include ethnic groups that like to travel in California; American Indian travelers; age-specific audiences, and niche markets. Each of these “audiences” for travel on California Route 66 are discussed below:

ROUTE 66 ENTHUSIASTS

Route 66 enthusiasts are a ready-made audience. These travelers already know about the route and are interested in an authentic travel experience.

A 2012 study of Route 66³ profiled travelers along the entire route. It is important to note that although this study provides valuable insights into Route 66 travelers, only four of 33 sites where surveys were placed were in California. Of these, two were located in the Barstow to Needles section of the route: the Route 66 Mother Road Museum in Barstow and Roy’s in Amboy. These two sites contributed 101 surveys of the 4,176 collected and analyzed. The survey was offered in English only, which may have affected the responses from international visitors or Spanish-speaking domestic visitors. According to many people knowledgeable about Route 66, the number of international travelers was vastly under counted in this survey. Nevertheless, the key findings in the study are worth understanding:

- 84.7 percent were U.S. residents; 15.3 percent international
- Travelers came from all 50 states and 38 foreign countries
- Socioeconomic profile: 97 percent white; median age of 55; well educated; middle income; work in management or professional occupations
- Median length of trip was five days and was often part of a longer trip
- 77.5 percent were vacationing
- 67.1 percent were travel parties of two adults
- 78.9 percent knew about the road’s historical significance

³ *Route 66 Travelers Study*, Rutgers University for the World Monuments Fund

What is a travel audience?

The term organizes travelers by their specialized interests such as “Route 66 enthusiast” or “Geocacher.” From this identification, specific marketing tactics can be developed based upon more detailed knowledge of the demographics associated with people having similar interests.



Figure 190 Route 66 Motel, Needles

- Important characteristics of the route for enthusiasts include historic sites and monuments, notable places, landmarks and landscapes
- Other important traits about Route 66 found in the national survey include: small towns, U.S. history, National Parks, vintage restaurants and motels; Gateway to the West and car/motorcycle cruising

INTERNATIONAL VISITORS TO CALIFORNIA

This travel audience is projected to grow 4-5 percent through 2017. International travel markets include Mexico, Canada, China, U.K., Australia, Japan, Germany, South Korea, France, Scandinavia, India and Brazil. An October 2014 study⁴ found the following:

- In 2013, there were 15.6 million international travelers to California; 6.6 million were of overseas origin
- International travel is forecasted to grow 4-5 percent annually through 2017
- Total direct spending in California was \$109.6 billion, creating 965,800 jobs
- Travel spending generated \$2.8 billion in local taxes and 4.3 billion in state taxes

CULTURAL HERITAGE TRAVELERS

According to the U.S. Department of Commerce, Office of Travel and Tourism Industries, a cultural-heritage traveler is defined as having participated in one or more of the following activities: art gallery/museum, concert/play/musical, cultural heritage sites, ethnic heritage sites, American Indian community, historical places, and national parks. When cultural heritage travelers take a trip, the primary reason is to experience a destination's history and culture. A 2013 national study⁵ of cultural heritage travelers found that among the activities they enjoy are:

- Visit historic sites (40 percent)
- Visit history museums (38 percent)
- Attend historical re-enactments (38 percent)
- Take a tour of local history (37 percent)
- Explore small towns (24 percent)
- Take a scenic drive (16 percent)

The study also reported findings about all leisure travelers:

- They prefer to take trips that offer a wide variety of activities (culture/shopping/nature/exercise) (76 percent)
- They like to purchase local/regional memorabilia (73 percent)
- They enjoy tasting local food and wines (70 percent)

4 "Insights and Planning Research: October 2014," Dean Runyan Associates, D.K. Shifflet & Associates, U.S. Department of Commerce, CIC Research Inc., TNS Travels America, Tourism Economics, Smith Travel Research, Rakuten Research for Visit California

5 *2013 Cultural Heritage Traveler Report*, Mandala Research LLC

- They seek travel experiences where the destination, its buildings and surroundings retain their historic character (63 percent)
- They want travel to be educational, and they make an effort to explore and learn about local culture (56 percent)

CALIFORNIA TRAVELERS

A report released in October 2014, by the state tourism office⁶ provided information on travelers to California:

- Average length of stay ranged from 2.3 days (travelers from in-state) to 12.2 days (travelers from overseas)
- Top states of visitor origin are California, Washington, Nevada, Oregon, Utah, Colorado and Arizona
- 78.6 percent of travelers are California residents traveling in their home state; 60 percent of spending is from California residents
- 52 percent of travelers are visiting friends and family
- International visitation is increasing with visitors from Mexico, Canada, China, U.K., Australia, Japan, Germany, South Korea, France, Scandinavia, India and Brazil
- Spending is at an all-time high
- Domestic travel is forecasted to grow 2-3 percent annually through 2016
- International travel is forecasted to grow 4-5 percent annually through 2017
- Rural areas are seeing an increase in visitation
- The state's priorities for targeted marketing are: U.S. long haul travel; U.S. primary Western markets; U.K., Canada, Mexico, Australia, Brazil, China, Japan and South Korea

California travel audiences, which can be target markets include:

- **Travelers from in-state** - Residents of California are a top source of tourism, accounting for 78.6 percent of domestic travel and 60 percent of travel spending in the state in 2013. The Inland Empire and Desert regions drew the majority of visitors from California residents in 2013.
- **Families** - While only 26 percent of travelers to California have members of the travel party under the age of 18 (reflecting national travel statistics), families may still be considered as a travel audience by promoting the educational opportunities presented by a trip along Route 66.
- **International travelers to California** - see page 142
- **Recreational travelers** - Cultural heritage travelers can also be recreational travelers with 76% saying they like to take trips that offer a wide variety of activities including culture and nature. Recreation can encompass activities such as hiking, camping and

⁶ *Insights and Planning Research: October 2014*, Dean Runyan Associates, D.K. Shifflet & Associates, U.S. Department of Commerce, CIC Research Inc., TNS Travels America, Tourism Economics, Smith Travel Research, Rakuten Research for Visit California

biking. California's visitor research shows that 21.7% of travelers to the state enjoy outdoor recreation activities on their trips.

ETHNIC TRAVEL AUDIENCES

It is difficult to determine the percentage of African American, Hispanic or Asian travelers in California or in the route's region due to minimal or no tracking by ethnicity in California's visitor research. Additionally, the national Route 66 travelers study was only offered in English which may have limited the number of Spanish-speaking respondents. Ninety-seven percent of travelers who responded to the national Route 66 traveler study were white. The following ethnic travel audiences may be important markets for the route but additional research is needed to determine where to focus marketing resources:

- **African American travelers** - Only one percent of visitors responding to the national Route 66 traveler study self-identified as African American. There is limited national research available on the African American travel market; however, a 2014 study by the National Newspaper Publishers Association⁷ found the economic resources of this market are growing. Group travel also appears to be growing for this market.
- **Hispanic travelers** - California's visitor research indicates that 11.4 percent of visitors to the state in 2013 said they were of Hispanic origin. The national Route 66 traveler study had a response of 3.5 percent Hispanic/Spanish/Latino visitors. This is an under served potential market nationally, as 25 percent of the residents living within one-mile of the Route 66 corridor are of Hispanic origin⁸.
- **Asian travelers** - Only one percent of visitors responding to the national Route 66 traveler study said they were Asian or of Asian descent.

AMERICAN INDIAN TOURISM MARKETS

There is strong interest along Route 66 nationally by American Indians wanting to tell their story in places where that story can best be told. Route 66 presents an outstanding opportunity to attract travelers with an interest in American Indian history and culture as told by American Indians. The American Indian and Route 66 project of the American Indian and Native American Tourism Association (AIANTA) is the best opportunity available to partner with tribal organizations to better capture this market potential.

7 Nielsen Company and the National Newspaper Publishers Association study entitled "*The State of the African American Consumer*," 2014

8 2011 Route 66 Economic Study, TECHNICAL REPORT, VOLUME I, History, Characteristics, and Economic Contributions, Rutgers, The State University of New Jersey

AGE SPECIFIC AUDIENCES

Two age-specific audiences that can be targeted for promotion of the route are Baby Boomers and youth:

- **Baby Boomers** - Baby Boomers are defined as having been born between 1946 and 1964. By 2029, when all Baby Boomers will be age 65 and older, they will comprise more than 20 percent of the U.S. population. California's 2013 visitor research showed that 36.7 percent of travelers were age 55+. Travel research for Route 66, cultural heritage travelers and other studies shows that this is a large segment of the travel industry and is likely to increase as Baby Boomers retire and have time to travel. (By 2011, 54 percent of Baby Boomers had already retired.) An AARP study showed that Baby Boomers place a high value on travel.⁹
- **Youths** - Comprehensive studies of the number of youth groups that travel or the resulting economic impact are not readily available; however, the Student Youth Travel Association (SYTA) states that this segment makes up 20 percent of the U.S. travel market. SYTA indicates that this is one of the fastest growing travel audiences and includes college students under age 25 as well as elementary, middle and high school-age youth traveling for band, choir, church, sports, science, civics and language activities and programs. The SYTA report¹⁰ finds an average age of 10 for a student's first school field trip. In addition to school field trips, there are opportunities to attract youth groups including Girl Scouts, Boy Scouts, Boys' and Girls' Clubs and YMCA groups.

NICHE MARKETS

This target market, which can include small groups and individual/couples/family travelers, can also include an unlimited number of special interest categories. Some of these categories may overlap. For example, a space travel enthusiast may also be an amateur astronomer or a bicyclist may also be a photographer.

Studies on some individual niche audiences are available (information provided below), although information is anecdotal for others or based on observation (such as the many railroad enthusiast clubs which indicate interest by large numbers of people). Audiences identified as having potential for the route's promotion include:

- **Seniors** - Special interest tours for senior groups can be built around a theme such as golf, cycling, a historical era or other topic. The convenience of traveling with a group can be appealing as a tour operator handles the details of transportation, lodging, dining and activities. There are many organizations that offer tours for seniors including Road Scholar (<http://www.roadscholar.org>), the Red Hat Society (<http://www.redhatsociety.com>)

⁹ See <http://www.babyboomerstraveling.com>

¹⁰ 2007 Student Youth Travel Report, Michigan State University for SYTA



Figure 191 Western America Railroad Museum, Barstow



Figure 192 General view of a street leading to the depot of the Atchison, Topeka, and Santa Fe Railroad, Needles, CA; Library of Congress, Prints & Photographs Division, FSA/OWI Collection, [reproduction number, LC-USW3-021415-E]



Figure 193 Amboy Crater, courtesy of Doran Sanchez, BLM



Figure 194 Historic Route 66 travels through significant elements of General Patton's military training facilities and encampments



Figure 195 Pin reflects the strong interests in geocaching along Historic Route 66

What is Geocaching?

Geocaching is an outdoor treasure hunting game using GPS-enabled devices. Participants attempt to find the geocache (a hidden weather tight container) by navigating to a specific set of GPS-enabled map coordinates.

- www.redhatsociety.com) and American Association of Retired Persons (AARP) at (<http://www.aarp.org>).
- **Railway enthusiasts/Train buffs** - Learning about the golden age of train travel, taking a train excursion, train spotting, collecting railroad memorabilia and visiting historic sites such as railroad depots or Harvey Houses attracts many people who enjoy traveling to find places to engage in their interest in trains. Photography is often a parallel interest. These enthusiasts can be reached through railroading clubs and magazines devoted to trains and railroad travel.
- **Bicyclists** - According to a 2010 study by the Outdoor Industry Association¹¹, 43.3 million Americans six years and older participate in bicycling, making it one of the top five outdoor recreation activities. (This includes bicycling, road biking, mountain biking and motorcross). The Adventure Cycling Association is developing Bicycle Route 66 as part of the National Bicycle Route System which is anticipated to bring between eight and 16 bicycle riders per day through the area¹². As mentioned in the section on “Bicycle Use” on page 135, the deteriorating road condition of Route 66 in certain areas along the route may prevent travel by bicyclists.
- **Rockhounds** - Amateur geology, known as rockhounding, is the hobby of collecting rocks and mineral specimens. Many clubs offer instruction on collecting and identifying rocks. Gem and mineral shows are also popular. The California Federation of Mineralogical Societies includes California, Hawaii, Nevada and Arizona (<http://www.cfmsinc.org>). It includes 110 clubs, mostly in California. The society offers a regular schedule of field trips.
- **Photographers** - A 2008 study by the National Survey on Recreation and the Environment (NSRE),¹³ the most comprehensive survey of recreation in the nation, found that photographing flowers and trees was at the top of the list of nature-based activities from 2000-2007. The number of people engaged in this activity climbed 25.8 percent. The number of times over the last year people participated surged 77.8 percent during the period. Second on the list is viewing or photographing natural scenery. This activity saw a 14 percent increase in number of people, with a 60 percent increase in times participated. There are many camera clubs across the United States. In California, the Southern Council of Camera Clubs (<http://www.s4c-photo.org>) and the Northern Council of Camera

11 See http://outdoorindustry.org/images/researchfiles/TOF_ResearchParticipation2010.pdf?121

12 See <http://www.adventurecycling.org/routes-and-maps/us-bicycle-route-system/national-corridor-plan>

13 National Survey on Recreation and the Environment (NSRE). The Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA and the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN

Clubs (<http://www.n4c.org>) are good resources for finding clubs throughout the state.

- **Motorcyclists** - Motorcycle riding continues to grow in popularity with 9.4 million registered motorcycles in 2012, according to the Motorcycle Industry Council. The demographic of motorcyclists is changing, with women making up 10 percent of owners and Baby Boomers increasingly taking up cycling. One place to promote motorcycling is Motorcycle Roads U.S. (<http://www.motorcycleroads.us>). The website has a section on roads in the Desert Southeast region including State Roads 62, 74 and 79, County Road 3, and several other roads including the National Trails Highway from Ludlow to Essex. As mentioned in Chapter 6, page 121, the deteriorating road condition of Route 66 in certain areas along the route may prevent travel by motorcycle.
- **Geocache Enthusiasts** - Route 66 is already being used as a thematic geocaching itinerary in all eight states. A search of "Route 66" at <http://www.geocaching.com> lists more than 800 geocache locations in California. The economic contribution of this group of travelers was evident in Nevada when the Nevada Department of Transportation removed 1000 geocache sites along the Extraterrestrial Highway and tourism dropped significantly. (Cited in a March 31, 2011 post on Route 66 News, <http://www.Route66news.com>).
- **Amateur astronomers and space enthusiasts** - Looking at the sky through a telescope to monitor and learn more about space and its planets, stars, comets, asteroids and what else may be in outer space is an intriguing hobby for many. One way to reach astronomy enthusiasts is through the Night Sky Network (<http://nightsky.jpl.nasa.gov>), a partnership of amateur astronomy clubs, the Astronomical Society of the Pacific and other organizations. The network is supported by the NASA/JPL Exoplanet Exploration public engagement program, publicly known as PlanetQuest (<http://www.nightsky.jpl.nasa.gov>). The website lists clubs and their activities and programs. Space enthusiasts will also be drawn to Goldstone Deep Space Communication Complex, an hour's drive northwest of Barstow. Goldstone is one of three NASA Deep Space stations around the world. The facility offers tours to educate visitors and school groups about tracking and communicating with space missions. (<http://www.gdsc.nasa.gov>)
- **Military history buffs** - Military history can include learning about the causes of war, how a war was fought (technologies, leadership and logistics) and determining factors in the outcome. In addition to researching and studying military history, military history buffs like to travel to see places where battles were fought or where training took place. Interpreting the history of General Patton's encampment in the desert during World War II is the type of destination that would appeal to this audience.

Route 66 and the Desert Training Center

In February 1942, General George S. Patton established the Desert Training Center (DTC) to train American soldiers in tank warfare under harsh desert conditions for combat against German troops in North Africa. Patton selected approximately 18,000 square miles in southern California and western Arizona for the DTC, making it the largest military installation and maneuver/training area in the world. Patton established twelve divisional camps within the DTC. Two of the Camps were located in close proximity to Route 66 between Needles and Essex.

Between 1942 and 1944, more than a million soldiers and 60 armored, infantry and artillery divisions, and fighter pilots and heavy bomber squadrons trained at the DTC. They participated in what is considered the most realistic war games under the harshest conditions imaginable. In a very real sense, many battles of World War II were won on these desert lands.

BLM and their partners will be commemorating the extraordinary military achievements of General George S. Patton Jr., the soldiers who trained at the Desert Training Center/ California-Arizona Maneuver Area, and the contributions of the public lands that 70 years ago helped Allied forces win World War II and secure world peace.

More information about General Patton and the Desert Training Center can be found at <http://www.blm.gov/ca/st/en/fo/needles/patton.html>.

- **History buffs** - this group includes elementary, middle school, high school, and college history teachers with an interest in using Route 66 as a teaching laboratory with potential for staging historical events and re-enactments related to California Route 66 sites and history.
- **Preservation groups** - Although their traditional focus is on historic structures, an opportunity exists to expand the interest of preservation groups to include the historical significance and heritage of linear routes of travel. Building on the success of the “*Route 66: The Road and the Romance*” exhibit at the Autrey Museum, many preservation groups in the Los Angeles and San Bernardino area, may now be primed to look more closely at Route 66. Some groups in California already have a strong interest in mid-century modern and its subset of “Googie” architecture (particularly the California Preservation Foundation and the LA Conservancy’s “Mod-Com”). This transportation scale commercial architecture can still be found among the extant structures along the route (See Appendix III).
- **Fans of the “Peanuts” cartoon** - The legacy and ongoing popularity of Charles Schulz’s beloved “Peanuts” cartoons are connected to southern California. The canine character of Spike, the brother of Snoopy, lives in the desert near Needles. Spike appeared many times over the years, making him a popular and recognizable character in the cartoon. Schulz’s inspiration came from living in Needles for a brief time as a child. Spike is named after his childhood dog. A statue honoring Spike is planned for Needles and will be an attraction for fans of the cartoon.

MARKETING ORGANIZATIONS AND VENUES

Route 66 is included in marketing outreach at the national, state, regional and local level along with many other websites and social media venues. A review of information available to plan and enjoy a trip on the route from Needles to Barstow shows the need for a concentrated effort to gather and make information available in a consistent and more accessible manner. Visitors must gather information from many sources. This is further hampered by the inability to discern whether information is up-to-date or accurate.

A summary of marketing organizations and information on how they are currently promoting Historic Route 66 follows. This section primarily looks at web-based information available about the route as this is a common point of entry for travelers looking for information to plan a trip. The U.S. Travel Association’s 2010 study, *Travelers’ Use of the Internet*, shows more than 93 million U.S. travelers using the Internet for travel planning. Of these, 76 percent are planning leisure trips online, including making decisions about lodging, travel routes and places to visit.

CALIFORNIA TRAVEL AND TOURISM COMMISSION: VISIT CALIFORNIA

The California Travel and Tourism Commission (CTTC) is a statewide, nonprofit tourism promotion organization with representation from the state's 12 tourism regions. Operating under the brand Visit California, CTTC develops marketing programs in partnership with the state's travel industry designed to promote California as a premier travel destination. The organization operates under the auspices of the Governor's Office of Business and Economic Development. Commission members represent industry sectors: accommodations; restaurants and retail; attractions and recreation; transportation and travel services; and the car rental industry.



Figure 196 See <http://www.visitcalifornia.com>

A search of "Route 66" on Visitcalifornia.com yields 164 entries. These include listings for the California Welcome Center at Barstow, museums, events, parks, lodging, golf courses and resorts. California Route 66 is found under the Inland Empire section with a listing for the California Route 66 Museum at Victorville and link to the museum's website. The Desert section includes the route from Barstow to Needles but does not have information on California Route 66.

INLAND EMPIRE TOURISM COUNCIL

Discover Inland Empire (Discover IE) is the marketing campaign of the Inland Empire Tourism Council (IETC). IETC, a 501 (C)(6), is the official State of California tourism promotion and destination marketing organization for the Inland Empire. Membership dues vary depending on the level of partnership selected. Currently listed as members from the California Route 66 area are County of San Bernardino Economic Development Association and Needles Economic Development Corporation.



Figure 197 See <http://www.discoverie.com>

IETC recently unveiled a new tourist-focused website, <http://www.discoverie.com>. California Route 66 is included as part of the Desert region which lists the route as a "top reason to visit" on the site's map.

SAN BERNARDINO COUNTY (CALIFORNIA'S OUTDOOR ADVENTURE PLAYGROUND)

The County of San Bernardino Economic Development Office has recently developed new tourism promotion plans to attract visitors to the county and has contracted with Catalyst Marketing as the county's tourism marketing agency. Previously, promotions were divided into two categories—domestic and international—with consultants contracted for each area. The county is a member of Discover Inland Empire and participates in their marketing activities.



Figure 198 See <http://www.californiaoutdoorplayground.com>

The new plan includes branding the county as “California’s Outdoor Adventure Playground.” The route is considered the anchor for both domestic and international travelers through the county. A new website, <http://www.californiaoutdoorplayground.com>, includes the Route 66 logo on the home page map, but no information about the route is found on the website. (Note: the website was still in development in the fall of 2014.)

U.S. BUREAU OF LAND MANAGEMENT - DISCOVER THE DESERT



Figure 199 See <http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert>

A central tenet of Bureau of Land Management’s (BLM) mission is “to educate visitors and residents about BLM-managed public lands in southern California and the desert’s rich history and archaeology, abundant wildlife, unique geology, fragile water resources and economic opportunities.” Building on opportunities for tourism-based partnerships, BLM’s California Desert District is the lead for a new program, “Connecting People to the Desert.” *Discover the Desert* is a promotional campaign designed to highlight California’s desert landscapes managed by the BLM and to showcase the resources on public lands and in the surrounding area. Promoting Route 66 is a key component of the campaign’s strategies. A “Connecting People to the Desert” committee was formed as a subgroup of the California Desert Advisory Council to make recommendations to connect youth and adults with the desert, to identify topics and locations for interpretation and education and to identify opportunities for outreach. The group includes representatives from the arts, recreation, archaeology, history, biological sciences and other disciplines.

Discover the Desert began a six-month rollout campaign in August 2014. The campaign focuses on three themes:

- The desert inspires: art, movies and entertainment
- The desert is alive: nature, travel and adventure
- The desert shapes America: history, heritage and culture

Target audiences include: youth; residents in Los Angeles, Inland Empire, and San Diego; residents in gateway and desert communities; desert visitors; community leaders; and, national/ international publics and fan clubs.

Historic Route 66 is identified as one of the primary landscapes and storylines in the campaign. An extensive Internet-based campaign includes a new website, <http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert>, Facebook, Twitter, Flickr, YouTube, Tumblr and Instagram.

The website will become the clearinghouse for providing current information on the route. Links to other websites will be vetted to ensure that information being shared with visitors is current and correct.

A new BLM magazine, *My Public Lands*, was introduced in 2014, and a feature article on California Historic Route 66 is scheduled for the winter 2014/15 edition.

CALIFORNIA HISTORIC ROUTE 66 ASSOCIATION

The Association is a nonprofit organization dedicated to preserving and promoting the route. The membership organization is an all-volunteer group. The Association is a major partner in the development of the Historic Route 66 Needles to Barstow Corridor Management Plan.



Figure 200 See <http://www.route66ca.org>

The Association's website, <http://www.route66ca.org>, is currently focused on providing information on the corridor management planning process. There is a section that includes a brief description of communities along the route. The Association will be updating their website in 2015.

AMERICAN INDIAN ALASKA NATIVE TOURISM ASSOCIATION (AIANTA)



Figure 201 See <http://www.aianta.org/Default.aspx>

AIANTA's mission is to advance Indian Country tourism. According to its website (<http://www.aianta.org>), AIANTA serves as the liaison between Indian Country and governmental and private entities for the development, growth, and sustenance of Indian Country tourism. AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacies. AIANTA has initiated its "American Indians and Route 66 project" designed to "create publications and develop oral histories telling the stories of Indian Country from the Tribal perspective before Route 66, how it has changed for each of the Native Nations along the route and what there is to see and do today."

CHAMBERS OF COMMERCE

There are three Chambers of Commerce organizations in the corridor representing a membership comprised of primarily businesses in Barstow, Needles and Newberry Springs.

Barstow

The Barstow Area Chamber of Commerce and Visitors Bureau is a membership organization that seeks to support local businesses, to attract new businesses and to promote the area to visitors. The Chamber has a tourism committee.



Figure 202 Harvey House in Barstow houses the Barstow Chamber of Commerce' Visitor Center

The chamber's website, <http://www.barstowchamber.com>, includes information on attractions, lodging, shopping, restaurants and the Main Street murals. The Route 66 logo is at the top of the home page. The Mother Road 66 Museum is listed. There is no information about the route on the site.

Needles

The Needles Chamber of Commerce is a membership organization that promotes the business environment in Needles as well as promoting tourism.

The chamber's website, <http://www.needleschamber.com>, includes sections on visiting Needles and information on points of interest, recreation, shopping, history, lodging and dining. A video includes pictures and references to traveling Historic Route 66.

Newberry Springs

The Newberry Springs Chamber of Commerce is staffed by volunteers from the business community and works to promote growth including tourism. The chamber hosts the annual Pistachio Festival.

The chamber's website, <http://www.newberryspringscoc.com>, has the Route 66 logo on the home page. There is no information about Route 66 on the site.

OTHER INFORMATION SOURCES:



Figure 203 See <http://www.theroadwanderer.net>

There are many other information sources for Route 66 such as websites, TripAdvisor, Yelp, Google Field Trips and Facebook which have varying degrees of current, accurate information. A sampling of Internet sources includes:

- <http://www.theroadwanderer.net> - Last updated in 2012. Includes historical information for each state's section of Route 66. A map includes links to additional information about communities illustrated with pictures and vintage postcards.
- <http://www.legendsofamerica.com> - Has a section on Route 66 with mile-by-mile directions for each part of the route and historical information about places to visit. The home page indicates that the site has been in operation since 2003, but there is no date posted of when this information was last updated. The company is based in Missouri and contact information is provided.
- <http://www.historic66.com> - Includes turn-by-turn directions for each state, links to purchase books, maps and DVDs and a forum for discussion about travel on Route 66. Minimal information is provided about sites to visit along the route. This is one of the earliest websites promoting Route 66 and is created and maintained by Swa Frantzen of Belgium.
- <http://www.roadtripusa.com> - Route 66 is one of 11 featured driving tours on this website created and maintained by the author of several books about road trips including *Road Trip USA*, *Route 66*. Updates are posted on the accompanying Facebook page.
- <http://www.national66.org> - Website of the National Historic Route 66 Federation. Includes links to purchase guidebooks and

to other websites including an up-to-date calendar by Route 66 News.

- <http://www.nps.gov/nr/travel/route66> - The National Park Service includes Route 66 in its “Discover Our Shared Heritage” travel itinerary program. This resource includes a list of sites, essays highlighting the road’s history, maps and links to tourism websites. Sites from the Needles to Barstow section of the road are El Garces in Needles and Barstow’s Harvey House.

MARKETING STRATEGIES

Successfully attracting more visitors to California Historic Route 66 will require strategies that combine market research and target audience identification with stronger partnerships among stakeholders and promotional organizations to creatively communicate corridor assets. Previous sections of this CMP addressed visitor experiences, market research, target audiences and partnerships. We now turn to strategies that will attract more visitors to the route.

1. POSITIONING THE ROUTE FOR TOURISM

As previously noted, Historic Route 66 is currently in the promotional background for tourism in California. Little or no trip planning information has been available to travel media, travel professionals or potential travelers. This needs to change. Communications focusing attention on roadside features and surrounding attractions will help California Historic Route 66 become a destination centerpiece and positioned to be “top of mind” for travelers. This will require stronger connection and communication among stakeholders on the corridor management team that must include representation of attractions and activities along the route. A primary goal should be assuring that marketing messages consistently reflect, and actually enhance visitor experiences.

An equally important goal is creating a consistent message about attractions and benefits of Historic Route 66 travel to all target audiences and across all promotional platforms. Messages must effectively communicate the adventures, panoramas, historical wonders, vibrant communities, and multicultural attractions that can only be experienced on Historic Route 66 in California.

Such messages could highlight roadside attractions and worthwhile visitor experience suggestions as:

- Experience the ephemeral beauty of the Mojave Desert
- See the location of General Patton’s World War II encampment
- Visit Needles, hometown of Peanuts’ character “Spike”
- Visit two restored original Harvey Houses
- Drive through a “Grapes of Wrath” landscape

- Discover the exploration of space at Goldstone Deep Space Communications Complex
- Gaze at the stars in a clear night sky
- Learn how early travelers got their “kicks” at the Route 66 “Mother Road” Museum

2. STRATEGIES TO FACILITATE TRIP PLANNING AND TRAVEL

Telling visitors about the unique experiences that await them on California Historic Route 66 and making it easy to find information before their trip—and to continue finding information while traveling—is essential to attracting visitors and offering a good visitor experience. Implementation of the following strategies will create a presence for the route as a must-see, must-experience destination.

2.1 Prepare marketing materials in multi-lingual formats

California’s international markets include Mexico, Canada, China, U.K., Australia, Japan, Germany, South Korea, France, Scandinavia, India and Brazil and Eastern Europe (a large group from the Czech Republic comes every year to film videos distributed in Eastern Europe). Additionally, 38 percent of the state’s residents are Hispanic/Latino. Preparing marketing materials in multi-lingual formats will appeal to many of these audiences and make their travel planning easier. Marketing materials should first be translated into Spanish. As resources allow, materials can also be translated into Chinese, Japanese, German and French.

2.2 Provide current, consistent and correct information to all media platforms

Partners and travel resources discussed in the previous section have websites, a social media presence and printed materials. The promotional channels offered by these partners are an excellent, cost effective way to promote the route and area attractions. Each identified travel organization or resource should be reviewed to evaluate the current information (the previous section provides evaluation for websites). Once this assessment is completed, each travel organization or resource should be contacted to request updates, revision of incorrect information and to provide new information on experiencing the route.

This needs to be implemented across all promotional platforms to ensure any resource accessed by a potential visitor has current, consistent and correct information. Visitor research studies confirm that travelers use a wide variety of resources, technologies and services to plan their trips. A July 2014 study¹⁴ found that information is gathered in many ways:

- From information provided by “User-Generated Content” such as

¹⁴ *State of the American Traveler Survey*, July 2014, Destination Analysts, Inc.)

- users posting reviews on travel websites
- Directly from social media sites (peer-to-peer information), such as “check out this hotel”
- From published digital media such as websites or via email newsletters, etc.
- From published printed material such as from a travel article in a newspaper or from a brochure picked up at a visitor center



Figure 204 Route 66 Motel, Barstow

The following table captures how much information is gathered from each source. Many travelers use multiple sources. The grouping by type (the brown bars) indicates another look at the data generated by the survey. Survey respondents were asked to “check all that apply,” so the total amounts will not add up to 100 percent.

Table 4 Traveler data sources	
User-generated content - 43% total	
Hotel reviews	27.6%
Destination travel reviews	20.9%
Restaurant/activity reviews	19.7%
Travel itinerary or blog	7.5%
Use of social media for travel planning - 40.1% total	
Facebook	23.7%
Twitter	8.5%
Instagram	6.6%
Google	9.2%
Friend/fan of destination social media	7.5%
Social photo sharing websites	5%
Use of various technology-based resources	
Mapping website	59.1%
Destination marketing organization (DMO) website	31%
Travel-related email newsletter	8.9%
Online videos	8.9%
Audio file/podcasts	2.5%
Print resources - 49.1% total	
DMO print publication	20.5%
Travel or lifestyle magazine	18.7%
Newspaper travel section	16.3%
Commercial guidebook	13.4%
Direct mail piece	9.7%
Other resources	
Opinions of friends, colleagues or relatives	33.6%
Travel-related TV programs	12.3%
Travel agent	9.7%
Travel-related radio program	5.5%

2.3 Develop an annual schedule for checking, updating and submitting information across promotional platforms

A contact list of partners, travel websites and social media outlets should be compiled. Once the foundational information on California Historic Route 66 is created, a schedule should be developed for checking, updating and submitting information to all resources that are available free of charge. For example, the publication dates for the state visitor guide should be noted with the deadline for submitting information. The process for submitting information to all platforms should also be noted.

2.4 Develop a schedule of events for social media outlets

Events such as festivals, tours or programs, offer an excellent way to communicate up-to-date information that will remind potential visitors of the route and the region. A schedule of major annual events should be created and distributed for posting on the social media outlets of all partners and travel websites.

Table 5 EXAMPLE: Annual schedule for promotional platforms		
Visit California		
	Platform	Deadline
	California Official State Visitor's Guide and Travel Planner - printed and online	August 30 (typical - check for current year deadline)
	What's New in California - quarterly travel newsletter	Contact for deadlines
	Visitcalifornia.com - official state tourism website	Information can be submitted at any time - use online submission form
	BLM Discover the Desert website: http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert.html	Information can be submitted at any time to srazo@blm.gov

2.5 Prepare a set of press materials for travel media

Travel media are an integral part of the tourism industry. The Society of American Travel Writers includes in its membership writers, photographers, editors, film lecturers, broadcast/video/film producers, bloggers, website contributors and owners, creators of mobile apps and public relations representatives. These media professionals can be an excellent conduit for reaching potential visitors through an unlimited variety of venues including newspapers, magazines, travel guides, websites, blogs, radio shows, television programs and mobile apps.

Successfully working with the travel media requires providing information *and* ideas to spark an interest in visiting the area and travelling Route 66 in California. Preparing a "California Historic Route 66 Media Packet" would facilitate responses to inquiries as

well as reaching out to attract travel media interest. The media packet should include the following:

- **Introduction to California Historic Route 66** - This overview of the corridor and its attractions will emphasize the beauty of the area, the message that there are many attractions that can only be found here and the opportunities to explore and discover the region.
- **Story ideas** - Story ideas will reflect the variety of activities that visitors can enjoy such as touring museums, gazing at the night sky, cycling on Historic Route 66, etc. As new interpretation is developed (tours, signage, etc.), the list should be updated to reflect these new activities.
- **Fact sheet** - The fact sheet will include basic information such as the number and types of accommodations, a list of major attractions and activities.
- **Calendar of major events** - An annual calendar of events will include brief descriptions of the event, location and admission charges.
- **Contact information** - Media contact information will include name, phone and email.

2.6 Host an information booth at targeted regional tourism events

Connecting directly with visitors can be accomplished by hosting an information booth at selected events in the region. Materials for the booth should be portable such as display panels that can be folded and easily carried. As videos are developed about the route and area attractions and activities, they can be incorporated into some events if appropriate technology is available.

2.7 Develop and host a multi-media image library

A collection of images and videos is a useful tool to reach potential visitors and to serve as a resource for travel media. The library should include images and videos that reflect the assets of the corridor and the area, including: scenic beauty; festivals and events; historic sites; cultural resources; and, recreational activities. Of particular importance is creating a library of images that show images of people—tourists—enjoying the area. Images of empty landscapes do not convey the enjoyment of a visit to many prospective visitors. For example, images that portray the vastness of the landscape—an important quality of the desert—should have a person in the foreground enjoying the view. Video is especially helpful in convincing a potential visitor to plan a trip. A July 2014 study found that 44.1 percent of travelers would like to have video to help them plan activities or things to do on a trip and

41.4 percent said they would like video to give them destination inspiration or ideas on where to go.¹⁵

Although hiring a professional photographer or videographer may be cost prohibitive, the resource library can be created in other ways such as:

- **Photo clubs** - There are numerous photo/camera clubs in California (<http://www.s4c-photo.org>) that offer member trips, conferences, training and competitions. Clubs in the surrounding area could invite their members to travel the route to take pictures of the road, nearby attractions and the landscape. The California Historic Route 66 Association could welcome club members with a reception and presentation on the area's history in exchange for the donation of pictures by club members.
- **Flickr, Instagram and Pinterest sites** - The three primary online photo and video sharing sites can be a channel for inviting amateur photographers and videographers to post images with permissions for use by others. A brief description of each of these sites follows: (Source: Wikipedia)
 - **Flickr** is an image and video hosting site managed by Yahoo. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.
 - **Instagram** is a mobile photo-sharing, video-sharing and social networking service owned by Facebook that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.
 - **Pinterest** is a web and mobile application company managed by Cold Brew Labs that offers a collection, sharing and storage tool. Users create and share the collections of visual bookmarks (boards) for selected topics including travel and planning a vacation.

2.8 Create suggested itineraries for target audiences

A suggested itinerary can be a starting point for a visitor to build his or her own final itinerary, or they may decide to follow the itinerary as provided. In either case, itineraries are an effective tool for helping visitors to plan their trip by suggesting places to see and activities they may not have known were available. There are many ways to approach development of itineraries. The most effective itinerary is one that does not simply list places or activities but offers engaging descriptions of each stop along the journey. Itineraries can be presented as a schedule (i.e. ½ day, one day, two days), as a blog with narratives woven throughout describing

¹⁵ 2014. State of the American Traveler Survey, Destination Analysts, Inc.

the experience or as a build-your-own-trip menu of options. The following are suggestions that may work well for California Historic Route 66:

- **Thematic itineraries** can attract visitors with specific interests that they want to explore and experience. Themes developed as part of the corridor management plan’s visitor experience strategies can also become itineraries as new interpretation is developed (such as exhibits and tour apps). Themes which could be developed into itineraries include:
 - *Wagon Trails to the Mother Road* - Wagon Roads to Modern Highway
 - *Extreme Ecosystem: The Desert is Alive* - Desert Context: Geology and Ecology of the Mojave Desert
 - *The Golden Age of Railroads: Elegance and Efficiency* - The Influence of the Railroad on Community Development
 - *Training for War to Keep the Peace* - Military Training and Installation
- **“Top places” itineraries** can connect with visitor interests in many ways. Examples include:
 - Taking pictures of sunsets or sunrises
 - Finding wildflowers
 - Viewing unique rock formations
 - Learning about California Historic Route 66 history
 - Visiting historic California Historic Route 66 attractions
 - Appreciating the night sky and star gazing
 - Learn about space exploration
 - Riding a bike
 - Learning about General Patton in the Desert
 - Seeing and Experiencing BLM’s National Conservation Lands
 - Exploring year round recreational opportunities on BLM-managed public lands
- **“Ask a Local”** - Engaging residents in promoting the area offers an opportunity to let visitors “get to know” the locals even before they arrive. Residents can be invited to share what they love about California Historic Route 66 and the area’s museums, festivals, history and outdoor recreation. Their stories can be shared through written “testimonies” or video itineraries.

2.9 Produce and distribute inexpensive printed collateral materials

Even with the increased use of technology for trip planning, printed materials are useful as a supplement or as an information source for those who do not use technology. To begin the effort cost effectively, a tear-off map pad can be produced. This piece can include a map of the region with the route highlighted as the main corridor for travel,



Figure 205 Arizona Route 66 poster utilized to promote Arizona’s Historic Route 66 (courtesy Arizona Route 66 Association)

brief listings of sites and towns and contact information. These can be printed in high quantities (100 per pad) at a relatively low cost and distributed throughout the region and to visitor facilities outside the region.

2.10 Identify new venues for promotion to niche audiences

A review of the region's themes and available activities as well as opportunities to create new visitor experiences resulted in identification of a variety of potential niche markets:

- Senior groups
- Railway enthusiasts/train buffs
- Bicyclists
- Rockhounds (amateur geologists)
- Photographers
- Motorcyclists
- Military history buffs
- Amateur astronomers/space travel enthusiasts
- Fans of the "Peanuts" cartoon



Figure 206 Adaptive re-use of the Amboy School complex could provide needed visitor services for attracting more niche groups to Historic Route 66.

Reaching these markets will require careful consideration to establish priorities and track success because each will require a significant investment of time and resources. Considerations include:

- **Special interests** - Each niche group has specific interests which must be accommodated in order to attract this visitor audience. For example, in order to attract bicyclists there may need to be significant work done on Historic Route 66 and other roadways to make the route safe for cycling.
- **Promotional venues** - Each audience must be researched to identify communication channels to reach this niche market in addition to the general tourist channels such as Visit California's website and travel planner. For example, reaching photographers may require researching photography clubs in California and surrounding states to build a database. Promotions to this target market may also require creating informational materials on recommended locations to take pictures of landscapes, historic sites or other places of interest. (Some organizations and website links are provided in the target market section for the niche market audiences.)

2.11 Develop and install information kiosks

The visitor experience section of the corridor management plan includes strategies for developing wayside exhibits and other interpretive displays to tell the story of this part of corridor and the communities along the way. These sites may also offer opportunities to pair visitor information displays with the interpretive exhibits.

As each interpretive location is identified, consideration should be given to the feasibility of placing visitor information there as

well. In addition, other locations for visitor information displays should be identified such as lodging establishments, restaurants or retail businesses. Displays should be designed to accommodate the available space. In smaller spaces, information displays may only include one poster-size panel and a brochure holder. In larger spaces, especially those with security or staffing, displays may be expanded to include multiple information panels and brochure holders, video or display screens for a website monitor and a place for visitors to record notes about their travel experience.

As information displays are installed, a schedule should be developed to check each location periodically to restock brochures and ensure equipment is operational and replace any damaged panels.

3. PARTNER PROMOTIONAL RESOURCES

The following table provides information on partner promotions that are available at low or no cost. As the marketing materials discussed in this section are created, the channels listed on this chart provide direction on where to submit information. Note that each partner agency also offers promotion opportunities that require more financial investment. As resources allow, these opportunities should be explored with the contact person for each agency. (Information on this chart is current as of 2014, and should be updated annually.)

	Visit California	Cost
Contact: Brian Tucker, Industry Relations Liaison, 323-400-7035 btucker@visitcalifornia.com consumer site: http://www.visitcalifornia.com Industry site: http://www.industry.visitcalifornia.com	Provide content to post on visitcalifornia.com - register at www.industry.visitcalifornia.com . Exposure - one million visitors a month	No charge
	Submit content for press releases - Visit California distributes four quarterly press releases and 5-10 themed press releases annually and also makes pitches to the travel media nationally and internationally.	No charge
	California Fun Spots - (co-op program) enhancement on website; ad in state visitor's guide; representation at media events; posts on social media; inclusion in consumer e-newsletter Exposure -three million visitors	\$1,500
	Media familiarization tours (fams) - Visit California coordinates trips for groups and individual travel media to showcase various destinations. Contact Industry Relations Liaison to discuss.	Varies depending on fam

Inland Empire Tourism Council - Discover IE		Cost
<p>Contact: Ashley Harrison Industry Relations Liaison 909-213-4619 ashley@discoverie.com</p> <p>Consumer site: http://www.discoverIE.com</p> <p>Industry site: http://www.ITETCms.com</p>	Events - submit tourism-related events at http://www.ietcms.com (click on "Events.") Upon approval events will be posted on the consumer site DiscoverIE.com	No charge
	Itineraries - submit itineraries at http://www.ietcms.com (click on "Itineraries.")	No charge
	Media distribution list - send press releases to info@DiscoverIE.com for inclusion on the DiscoverIE blog, monthly e-newsletter, etc.	No charge
	Pictures - submit high resolution pictures to info@DiscoverIE.com	No charge
	Join Inland Empire Tourism Council as a Destination Partner. Basecamp Membership Level - members receive additional benefits including enhanced website listings, consideration for inclusion in fam tours, access to tourism market research, consumer leads, inclusion in blogs and social media, features newsletter articles, etc.	\$1,500 annually
Inland Empire Tourism Council - Discover IE		Cost
<p>San Bernardino County Contact: Monique Carter, Economic Development Agency, San Bernardino County 909-387-4437 Monique.carter@eda.sbcounty.gov</p> <p>Consumer site: http://www.californiaoutdoorplayground.com</p>	Program Submit content for inclusion on website and social media - press releases, itineraries and blogs	Cost No charge
BLM Discover the Desert Website		Cost
<p>Bureau of Land Management, California Desert District, Moreno Valley, CA. Contact: Steve Razo, District Public Affairs Officer, (951) 697-5314, srazo@blm.gov.</p> <p>BLM website: http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert.html</p>	Program Submit content for inclusion on BLM website and BLM social media - press releases, itineraries and blogs.	Cost No charge