



Turning the Two-Lane into a Tourism Triumph

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How would *you* boost heritage tourism related to a linear resource?

Think of a “linear resource” or two. On a map, this means a line or a loop, rather than a dot.

- 1.
- 2.

Wait and fill in the following when prompted!

First, learn your _____ .

List a few resources:

Connect with _____ .

Tourism offices/related organizations:

Other resources:

Social media:

A name for the project:

_____ together.

Events and activities:

Resources (funds, physical resources, people):

Put it _____ .

Publicize:

Market:

Advocate:

Enjoy!