

THE BYWAY AS A DESTINATION UNTO ITSELF

The All-American Road designation requires that the road or highway be considered a *destination unto itself*. To be recognized as such, it must provide an exceptional traveling experience that is so recognized by travelers that they would make a drive along the highway the primary reason for their trip.

The information provided for Destination unto itself statements must:

- Identify that people are travelling the byway and discuss how this was ascertained;
- Support the determination that the byway is a travel destination and identify how this was ascertained; and
- Demonstrate how the byway is recognized by travelers from other areas as an experience warranting their visit.