

BLUEWAYS: Top 10 Tips to Link Paddlers with Businesses

1.

ESTABLISH WAYFINDING & SIGNAGE

- **Include** QR codes to connect visitors to points of interest & businesses
- **Locate** points of interest on maps, larger signs, promotional material, and websites
- **Direct** visitors to town with wayfinding

2.

INCREASE SOCIAL MEDIA PRESENCE

- **Encourage** user-generated content
- **Encourage** local businesses to use social media
- **Post** videos & other creative content from local tourism organizations

3.

BUILD COMMUNITY

- **Host** seasonal & annual events sponsored by and featuring local businesses & entertainment
 - » Local businesses can sponsor the events, host raffles, and table
- **Partner** with local organization to provide regular programming
 - » Host day or overnight trips
 - » Host watershed education days
 - » Local businesses can sponsor clean-up days, series, or sponsor sections of the blueway
- **Host** relevant events at a local restaurant or taproom
 - » “Blue drinks” could be a regular event featuring speakers & topics relevant to waterways

4.

ESTABLISH A ROBUST ONLINE PRESENCE

- **Host** “review-ins” to help boost visibility for local businesses
- **Encourage** residents & visitors to use websites – AllTrails & Google Maps to record trails, post photos, review the trail, and suggest points of interest
- **Provide** an interactive map with layers for camping, dining, & outfitters – include contact information for these businesses
- **Create** an FAQ section with information about local businesses in addition to relevant safety and trip planning information
- **Include** a suggested itineraries page and connect to points of interest

5.

FOSTER ENTREPRENEURSHIP

- **Focus** on food & drink, lodging, services like shuttles, rentals, and guided trips
- **Encourage** businesses to offer special trail-related promotions

6.

BE CREATIVE

- **Offer** to ship goods if they can’t be carried home at that time
- **Consider** campsite food delivery

7.

LEVERAGE OUTFITTERS

- **Create** a destination
- **Host** a food truck
- **Install** a taproom

8.

CREATE A DESTINATION WITH FOOD-TRUCKS

- **Transform** a rental site or access point into a destination

9.

CONSIDER POP-UP GEAR RENTALS

- **Provide** gear rental capacity temporarily – ideal for seasonal uses or blueways just getting started

10.

FACILITATE EXPERIENCES WITH GUIDED TRIPS

- **Provide** visitors with technical expertise and inform visitors of places to camp, dine, and shop