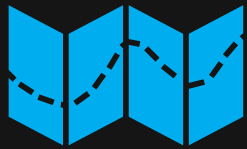


# Top 10 Touring Route Elements



More than dots on a map

Give people something to do at each stop



GAMIFY IT



INCENTIVIZE IT



Provide education/hands on learning opportunities

CREATE WAYS TO ENGAGE WITH LOCALS



Give them opportunities to spend money



MAKE IT WORTHWHILE FOR AN OVERNIGHT STAY



Make it easy for visitors to share their stories about you



Give them a reason to come back

