



THE ROAD AHEAD PARTNERSHIP

ROAD AHEAD PARTNERSHIP TO SURVEY NEEDS/WANTS OF INTERNATIONAL RT. 66 VISITORS

What challenges face Chinese tourists when traveling Rt. 66? What do Czechs need along the way? What do Frenchmen want when traveling the Mother Road? The Rt. 66 Road Ahead Partnership is interested in the answers to these and other questions, with the goal of improving the Rt. 66 experience for international travelers. To get those answers, the Rt. 66 International Advisory Group, established by the Rt. 66 Road Ahead Partnership, is undertaking its first major project, an “International Route 66 Travelers Survey”.

The Survey will be tested at the Route 66 European Festival taking place August 10-12, 2018, at Zlin in the Czech Republic. Following this pilot project, the survey will be launched internationally, so visitors from around the globe can share their opinions. The survey will be conducted through the end of 2018, with results gathered, analyzed, and reported approximately a year from now.

Rt. 66 supporters presenting and testing the International Route 66 Travelers Survey at the European Rt. 66 Festival include Zdenek Jurasek, Dries and Marion Bessels, and Jim Hinckley. Jurasek is a long-time Rt. 66 promoter from the Czech Republic who helped translate the survey into his native language. The Bessels translated the Dutch and German versions of the Survey. Dries Bessels is chairman of The Road Ahead Partnership’s Rt. 66 International Advisory Group and also helped draft questions for the Survey. Well-known Rt. 66 author from Arizona, Jim Hinckley, will help promote and help conduct the Survey at the European Route 66 Festival. Jim is also a member of the Road Ahead Partnership’s Economic Development Working Group.

Often hailed as one of the most famous roads on the planet, Route 66 is a perennial favorite destination of international travelers from around the world, including Europe, Australia, Asia and, North and South America. To help ensure visitors have a positive experience, the Rt. 66 International Survey asks about the biggest challenges travelers face, inquires about what Americans should know or better understand regarding international visitors, and queries what specific things would make it easier for international visitors to travel Route 66.

Established in 2015 with the support of the National Park Service and the World Monuments Fund, The Route Road Ahead Partnership’s mission is to revitalize and sustain Route 66 as a national and international icon through partnerships focused on promotion, preservation, research and education, and economic development.

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