

# ANN AND ROY BUTLER HIKE AND BIKE TRAIL

MONICA CANAVATI








Austin has an average of 24.7 million annual visitors. The highest month for tourism is March. With May, June, July, August and October as runner ups. These months especially are nice to be outside and enjoy nature.

See Appendix 1 for more information

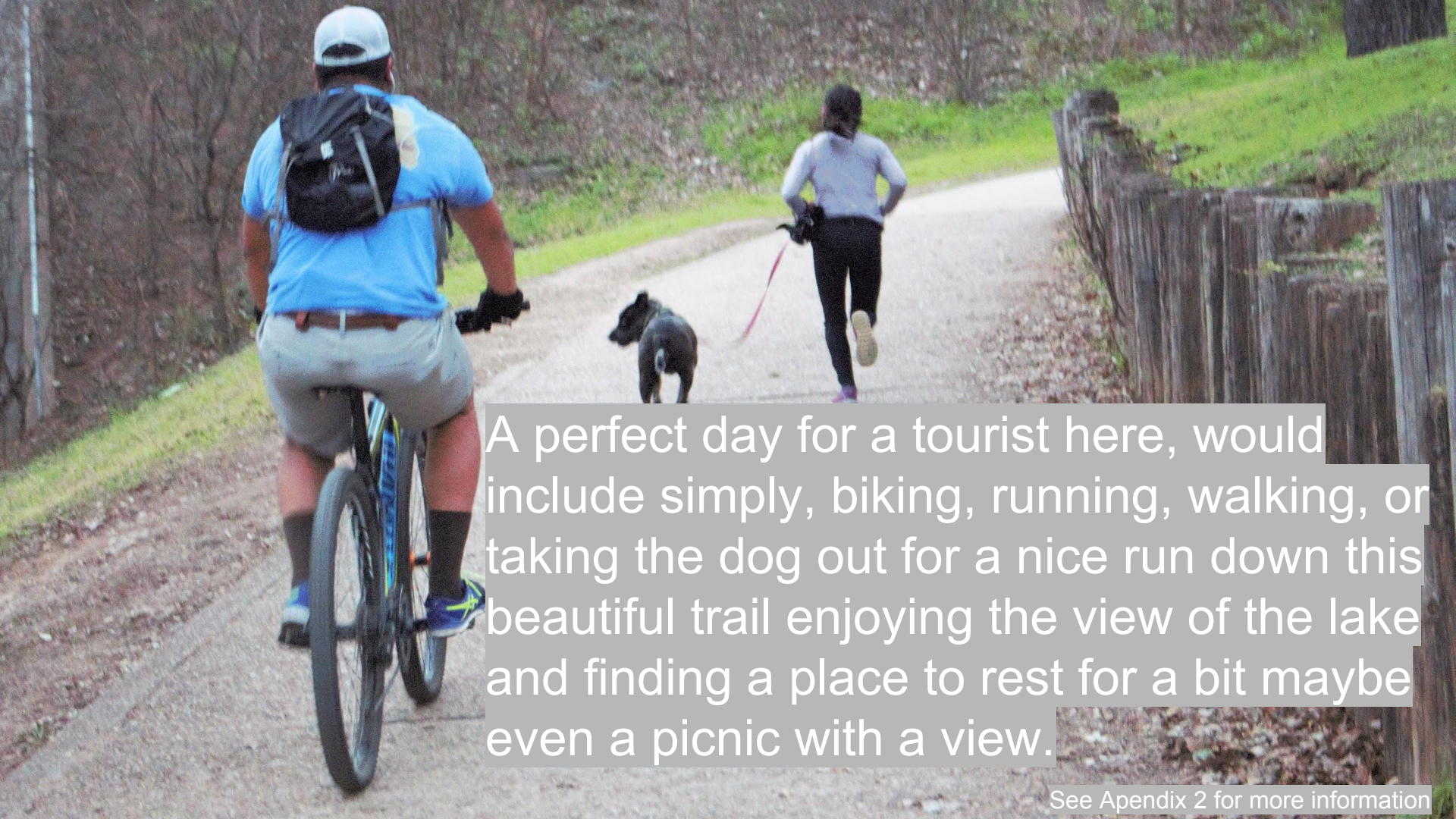


A low-angle, rear-view shot of a person running on a paved path. The person is wearing a light blue t-shirt, dark shorts, and black running shoes with white soles. The background is filled with bare, dark trees and branches, suggesting a late autumn or winter setting. A semi-transparent grey text box is overlaid on the left side of the image.

This trail was created by a local nonprofit and creates a 10.1 mile loop around Lady Bird Lake. This trail is mostly made for locals to have somewhere they can go to get in touch with nature right next to the city. However, it is very popular for tourists as well.

See Appendix 1 for more information

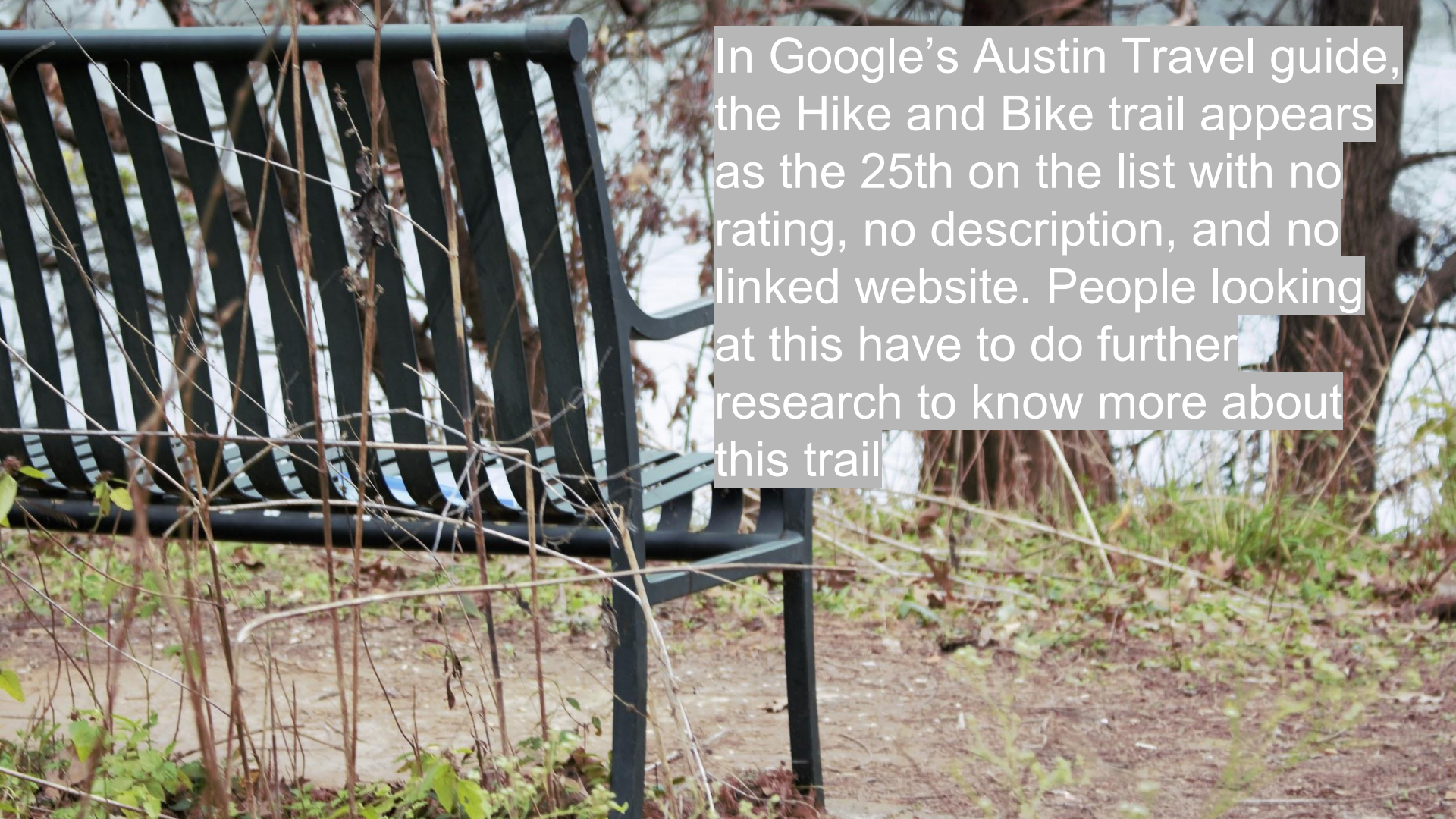




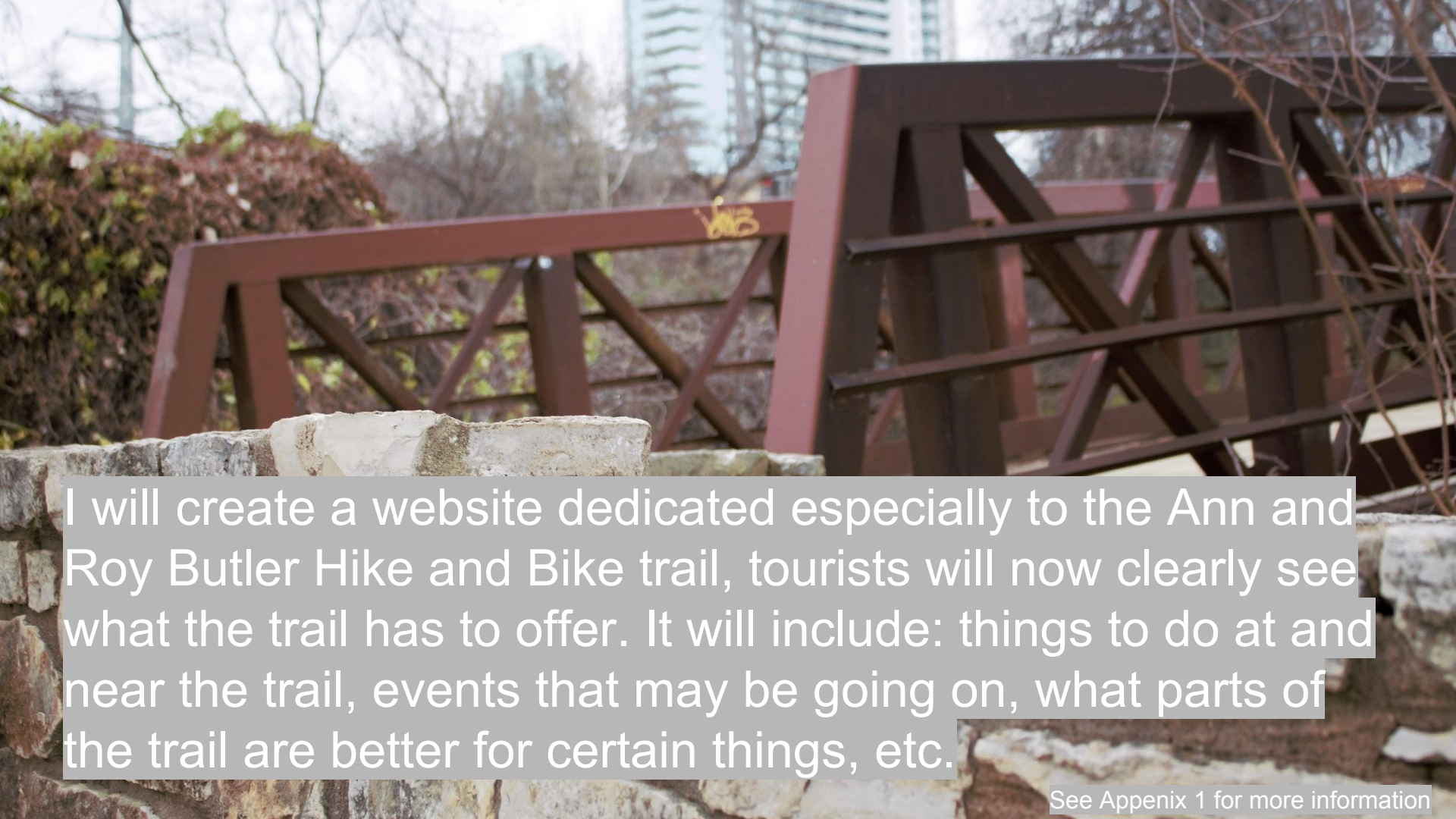
A perfect day for a tourist here, would include simply, biking, running, walking, or taking the dog out for a nice run down this beautiful trail enjoying the view of the lake and finding a place to rest for a bit maybe even a picnic with a view.

See Appendix 2 for more information





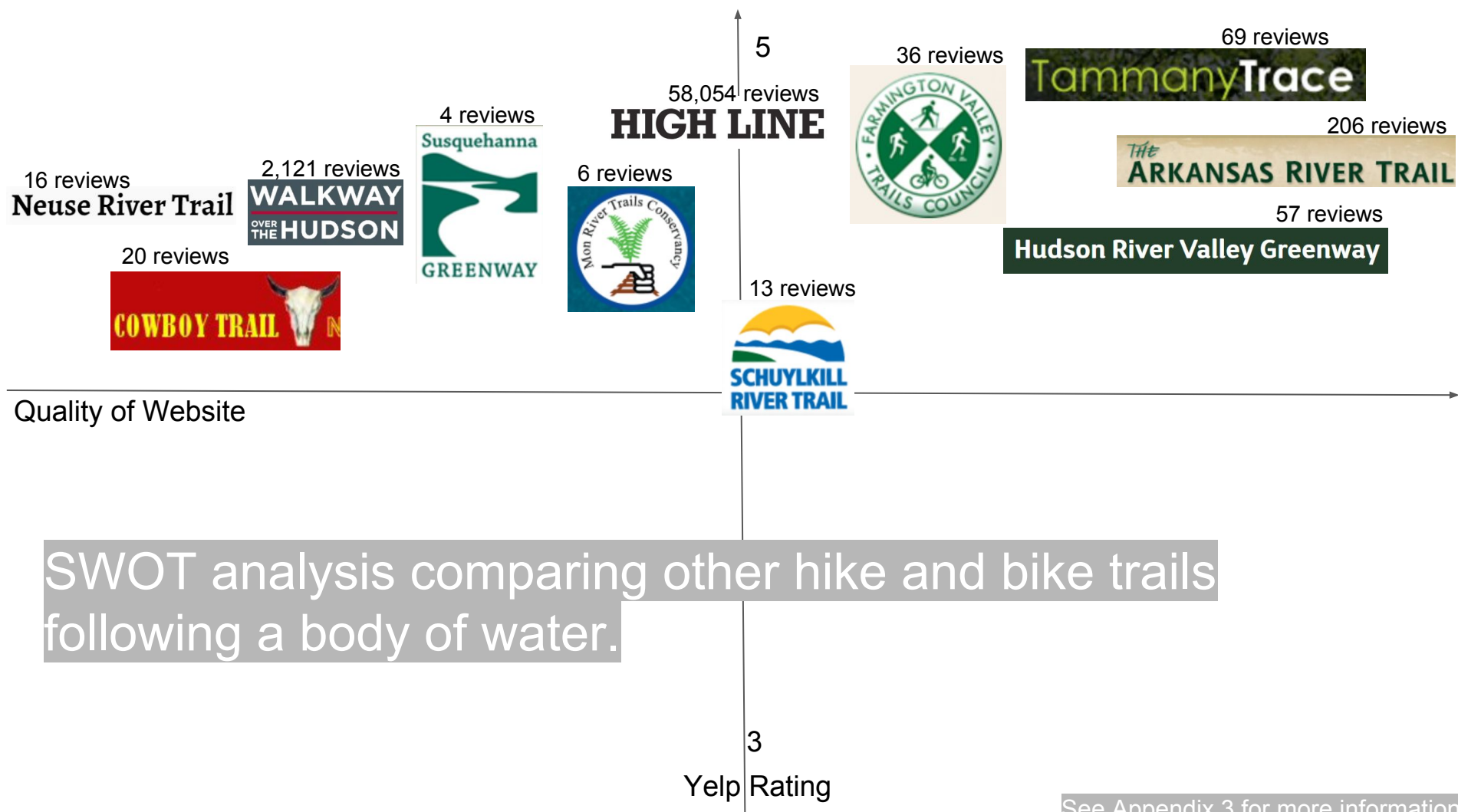
In Google's Austin Travel guide, the Hike and Bike trail appears as the 25th on the list with no rating, no description, and no linked website. People looking at this have to do further research to know more about this trail



I will create a website dedicated especially to the Ann and Roy Butler Hike and Bike trail, tourists will now clearly see what the trail has to offer. It will include: things to do at and near the trail, events that may be going on, what parts of the trail are better for certain things, etc.

See Appendix 1 for more information







This website will be easy to navigate with enough information to inform the tourist but not so much it will overwhelm them. Certain things I have in mind to add as a “bonus” are things you can do at lady bird lake, and even restaurants near the trail so that tourists can plan their days accordingly.

See Appendix 1 for more information



# Good examples of websites of similar trails



See Appendix 3 for more information



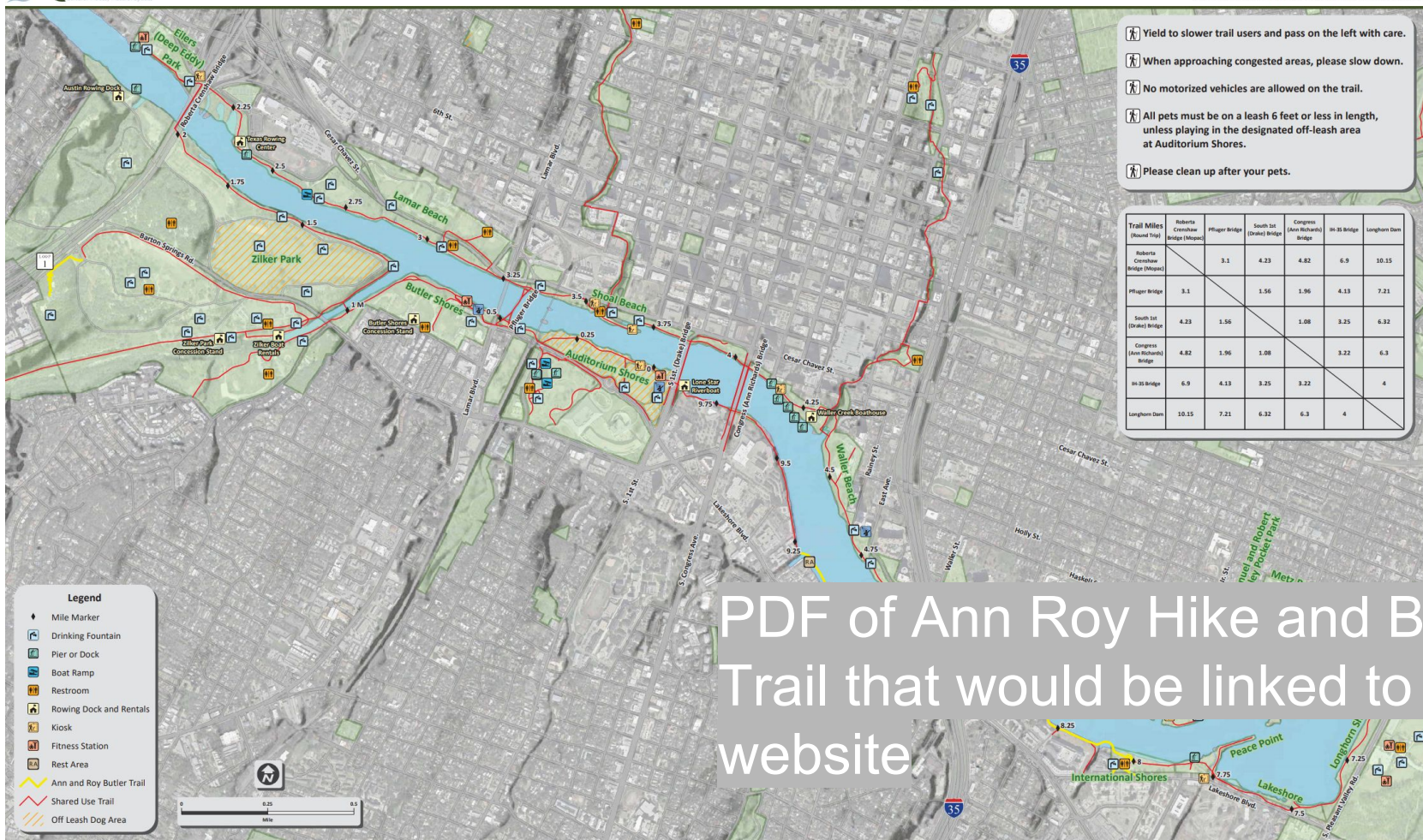
# Ann and Roy Butler Hike and Bike Trail



**Department Mission Statement:**  
 The purpose of the Parks and Recreation Department is to provide, protect and preserve a park system that promotes quality recreational, cultural and outdoor experiences for the Austin Community.  
<http://www.austintexas.gov/department/parks-and-recreation>

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## Game Plan

Week 1-2 - gather all information that will be put in the website, make a first round website with a few options to choose from varying

Week 3 - first round presentation

Week 4-5 - revise the website

Week 6 - present final website



# ANN AND ROY BUTLER HIKE AND BIKE TRAIL



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### Ann and Roy Hike and Bike Trail

The Ann and Roy Hike and Bike Trail website will not only be used by locals but especially by tourists. On the site, one will be able to find a map of the trail so that they know exactly where they are going, where they can park, or get dropped off and the streets that are nearby to look for places to eat or activities to do near the trail. There will also not only be a description of things you can do on the trail, but also off the trail. An example of this would be at the lady bird lake, one can go paddle boarding, canoeing, kayaking and more. People will come to this website to take a look and get to know exactly where they are going and what to expect. There will be a photo gallery where they can get to see what other people do at the trail, what they wear, and who they o with. This trail is a moderate trail, friendly for any kid and it is dog friendly. At the website I will also have an “events” page, where I will announce any upcoming events at the trail or any fundraisers they might be having. This website will have easy access, I will put the link on googles Austin travel guide engine so that it is accessible to anyone searching for it. I will also make a request for the austintexas.gov website, they have a small section about the trail, and a link to my website there will be a great way for people to get more information without having to go into deeper research. The trails website will be very easy to navigate, and I will include a section for reviews from past visitors.



# Hike & Bike Trail

## Visitors Journey Map

Steps :

Reaserch

Ride  
there

There

Look for  
picnic

Found  
picnic

Leave

Doing :

Can't find hike  
+ bike website  
Find Austin's  
webiste + find  
info there

Order an uber  
or walk  
If driving - find  
parking

Start walking  
Follow path

Looking for trail  
map  
Looking for an  
even place to sit

Sit down with  
family and enjoy  
time together  
with the view

Order Uber  
Walk  
Find parked car

Thinking :

Where is  
website?  
List of things I  
can do there?

Where should  
uber drop me  
off?  
Where should  
I park?

Am I on the right  
track?  
Where does this  
go?  
The view is  
amazing

Map trail is a bit  
confusing  
Where can I sit?

This was  
definatly worth  
it

I had a great  
time with my  
kids today

Feeling :

Excited  
Confused  
Troubled

Excited  
Confused

Happy

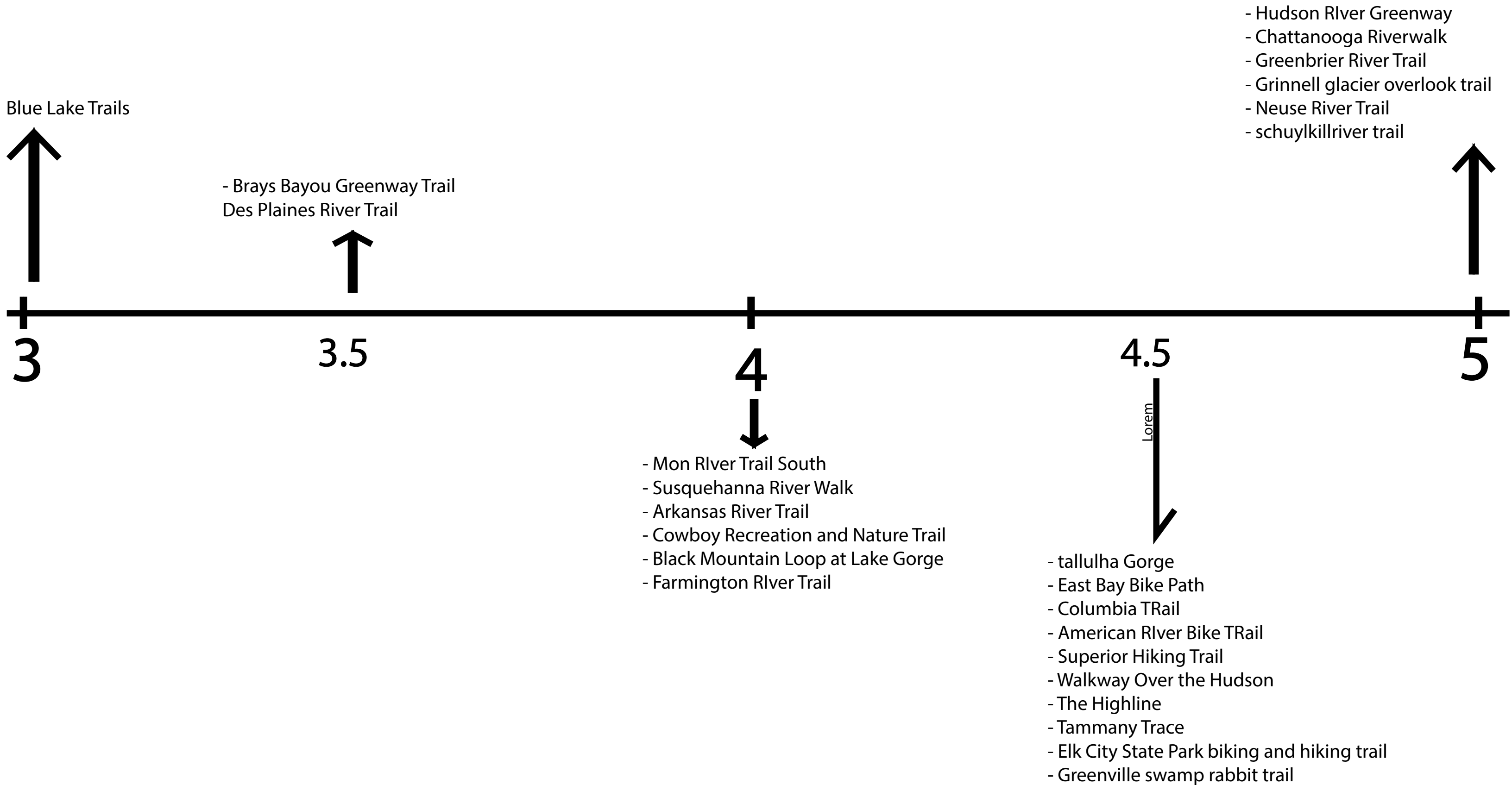
Relieved  
Happy  
Confused

Happy

Happy

Opportunities for improvement: Creating an official website dedicated to trail, Having a drop off point, improve signage, Improve map online

# Hike & Bike Trails by popularity





# Hike & Bike Trails

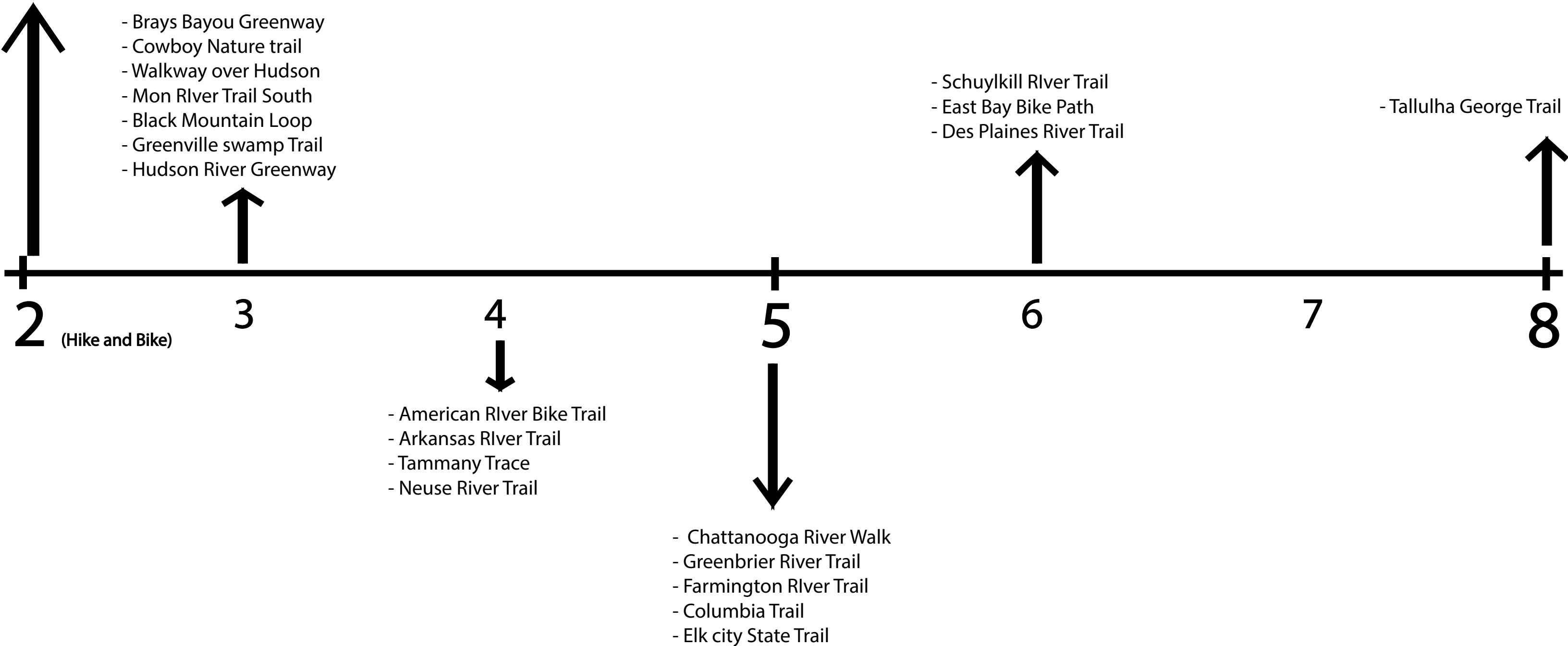
by number of activities

- The High Line
- Blue Lake Trail
- Grinnell Glacier Trail
- Superior Hiking Trail
- Susquehanna River Walk

- Brays Bayou Greenway
- Cowboy Nature trail
- Walkway over Hudson
- Mon River Trail South
- Black Mountain Loop
- Greenville swamp Trail
- Hudson River Greenway

- Schuylkill River Trail
- East Bay Bike Path
- Des Plaines River Trail

- Tallulha George Trail



# Hike & Bike Trails by miles

- The High Line
- Walkway Over Hudson
- Tullulah Gorge
- Susquenanna River Walk
- Blue Lake Trail
- Grinnell Glacier Overlook
- Elk City State Park Trail
- Hudson River Greenway
- East Bay Bike Path
- Columbia Trail

- Des Plaines River Trail
- Schuylkill Trail
- Greenbrier Trail

- Cowboy Recreation and Nature Trail

- Silver Bay to County Road 6

- Chattanooga River Walk
- Farmington River Walk
- Mon River Trail South
- Greenville Health Trail
- Arkansas River Trail
- Tammany Trace
- Neuse River Trail
- American River Trail
- Black Mountain Trail
- Brays Bayou Greenway



- Talluha gorge trail
- Blue lake trail
- East bay bike trail
- Columbia trail
- Chattanooga river walk
- American river trail

- Grinnell Glacier trail

- Neuse River trail
- Cowboy recreation and nature trail

- Mon River trail
- Schuylkill River trail

- Farmington River trail
- Black Mountain loop at lake Gorge
- Greenville Health System Swamppp Rabbit trail
- Hudson River greenway

