



April 8, 2020

To: Byway Nomination Review Committee

Re: Scenic Byway Nomination - California Historic Route 66 - Needles to Barstow

I am writing on behalf of the California Travel Association (CalTravel) in support of the Historic Route 66 nomination package submitted by the Bureau of Land Management, California Desert District, and the California Historic Route 66 Association. This very important project seeks national scenic byway designation status for the portion of California Route 66 between Needles and Barstow.

This segment of Route 66 is one of the most unique sections of the 2,400-mile route. It boasts 128 timber trestle bridges and a landscape which has changed very little since Route 66 was formally adopted by the American Association of State Highway Officials in November 1926. With National Scenic Byway designation, the local communities throughout this area will enjoy a very positive economic impact.

CalTravel is the umbrella trade association representing the travel, tourism, and hospitality industry throughout California. Our membership is made up of cities, destinations, resorts, amusement and water parks, sports venues, transportation companies, industry associations, ad agencies, media companies, and other organizations for whom travel and tourism is important.

We know Route 66's byway designation will have many benefits for our community including increased numbers of visitors and increased spending by those visitors. As we look toward returning to normalcy once the threat of COVID-19 is contained, we'll need all of our partners in the travel and tourism industry operating at their peak to help our economy recover.

Sincerely,

A handwritten signature in black ink, appearing to read "Barbara Newton". The signature is fluid and cursive, written over a light gray rectangular background.

Barbara Newton
President and CEO
California Travel Association