



Top 10 Story Ideas

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1. **Green Travel** – The Top 10 Scenic Drives offers a clean, pure, natural environment that provides an authentic, spiritual, transcendent, bigger-than-me experience; a destination that supports the principles of green travel and provides opportunities for voluntourism.
2. **Hike/Fish/Hunt/Golf/Bike/Ski/Kayak/Birdwatch The Top 10!** – This destination offers a rich, outdoor recreational canvas where nearly any outdoor activity a visitor can imagine can be experienced, all among amazing scenery and incredible wildlife.
3. **Arts, Culture, History, Food & Wine** – Travelers who seek something other than outdoor adventures have much to enjoy on The Top 10 Scenic Drives, as many visitors explore all that the indoors has to offer.
4. **Motorcyclists' Dream Drives** – This destination provides hundreds of miles of curves, all along unbelievable scenery, unique towns, and excellent dining and accommodations within a variety of budget ranges. One or several of The Top 10 Scenic Drives are also an incredible trip to add as a pre- or post-Sturgis trip around the rally in August each year.
5. **Reconnect with Family/Friends** – Top 10 driving trip itineraries can be customized for families and groups seeking quality time together in an RV, family van or SUV; a virtual badge of honor to have visited all 10!
6. **A Unique, Value Alternative** to crowded, expensive destinations – Many people have traveled to the same destination each year and have rarely thought twice about venturing to a new area; now is an excellent time for travelers to re-evaluate the value they expect from their vacation and consider a new destination to visit.
7. **Experience Authentic American Culture and Landscape** – For both domestic and international travelers, experiencing American history and “All-American” landscapes is a priority during their travels in the U.S.; The Top 10 Scenic Drives offers a quintessential American experience.
8. **Experience the Wild West** – From guest ranches and hunting trips for pheasant, elk, and other game to full-service excursions provided by local outfitters and guides, this destination offers visitors real West experiences coupled with breathtaking scenery, horseback riding, sleigh rides, and authentic lodges, cabins, and Dutch oven cooking.
9. **National Parks, Flora/Fauna, American-Indian Heritage** – The Top 10 Scenic Drives offers kids and “kids-at-heart” a genuine educational experience that develops a connection with nature and sincere respect for this nation’s history, the environment, and historic cultures.
10. **Winter Playground** – This destination offers skiing on gorgeous, less-populated mountains, as well as snowboarding, snowmobiling, and much more, all among stunning scenery with outstanding accommodations and dining options.

