



delawareriver.natgeotourism.com

Scenic, Wild Delaware River Geotourism Initiative

Newsletter — October 2016

Upcoming Events

Details on the [MapGuide Festivals and Events](#) page

10/1

Pocono Environmental
Education Center Harvest
Festival (PA)

Bethel Woods Wine Festival
(NY)

10/1-2

Easton Garlic Festival (PA)

10/8

Appalachian Mountain Club 2nd
Saturday Volunteer Event

Narrowsburg Honeybee Fest
(NY)

Barryville Pumpkin Fest (NY)

Bethel Woods Craft Beer
Festival (NY)

10/8-9

Shawnee Mountain Autumn
Timber Festival (PA)

Jeffersonville's Founders Day
Oktoberfest (NY)

10/9

"Souvenirs from Kazakhstan"
violin performance, Bethel
Woods (NY)

10/15

Stillwater Fall Fest (NJ)

A big "thank you" to everyone who has contributed to the success of the Scenic, Wild Delaware River geotourism initiative so far!

Making the Most of the MapGuide

This newsletter is for everyone whose businesses, organizations, events, and natural, historical, and recreational sites are on our online, interactive MapGuide (delawareriver.natgeotourism.com). This inaugural edition is all about how to make the most of your participation.

Here are six easy ways to promote your affiliation with the Scenic, Wild Delaware River and National Geographic:

- **Link your website to ours.** Help drive traffic to your page on the MapGuide. Download a National Geographic badge and get instructions—it takes about 15 minutes to download and install the badge on your website: <http://delawareriver.natgeotourism.com/info/natgeo-link-badges/del1C9453A77A229F5C1>
- **Display your window clings and certificates.** Get visitors and customers interested by displaying these in your store, restaurant, office or visitor center. Didn't get yours? Give us a call, and we'll get them on their way.



Photo: Bethel Woods Center for the Arts

More Upcoming Events

Details on the [MapGuide Festivals and Events](#) page

10/15-16

Pocono Food Truck & Art Festival at Shawnee Mountain (PA)

10/16

3rd Annual Lacawac Lake to Lake 8K Trail Run and Family/Dog Woods Walk (PA)

10/17-18

The Top 3 Reasons Tourism has an Important Role in Economic Development in the Upper Delaware River Region (PA & NY)

10/22

Canaltown Short Spooky Movie Festival (PA)

Contact Us

John Beljean
570.431.3155
DelawareRiverGeotourismInfo@gmail.com

- **Mention us on social media.** When you're posting on Facebook, Twitter, Instagram, and other social media outlets, mention the Scenic, Wild Delaware River geotourism initiative. Link to your page on the MapGuide. Use the National Geographic badge you downloaded for your website.

- **Highlight your participation in advertising and promotional materials.** Use the same badge in advertising, promotional brochures, etc. Or use the SWDR logo—available to download on the same page.

PLEASE NOTE these badges can **ONLY** be used online and in print media, directly related to your participation in the delawareriver.natgetourism.com online MapGuide. Please directly refer to this website, either using the link or adding the tagline, "as seen on delawareriver.natgetourism.com."

- **Encourage, check and respond to user comments.** As more people visit the MapGuide, you may receive comments from visitors. Check your page from time to time and respond to these comments to keep the conversation going.
- **Keep your content fresh.** Log in to your nomination page periodically to update your entry. Add photos, video, seasonal details, a new story or offering. Recently updated entries are featured on home page!

Need help? Give us a call or send an email. Our contact information is at the bottom of this page.

Download your badges here:

