

**Desktop Review**

**River Town Review**

**DESKTOP ONLINE REVIEW**

**GUIDE**

The Desktop Online Review is a critical part of the River Town Review Process. It gives an indication of how well local websites and social media provide the information that potential visitors need to plan their trip. Desktop Volunteer Reviewers can use the following guidelines to help perform this important work

With an eye towards outdoor recreation, tourism, and connections to the river and local trails:

\* Visit and review local community and tourism websites. Look for:

\* Easy to find clear and specific references to outdoor recreation opportunities.

\* Connections to outdoor recreation, the river, and local trails.

\* Outdoor recreation-related businesses and services.

\* Traditional tourism resources – lodging, restaurants, entertainment, etc.

\* Links to digital versions of brochures, and publications.

\* Visit local government, community, and tourism social media accounts. (Facebook, Instagram, Twitter.)

\* How many follow the account, what is the most recent post, how often is it updated?

\* Are there any references to outdoor recreation and tourism?

\* Check local reviews on crowd-sourced sites like Yelp, Trip Advisor, etc.

\* Are there places/services with consistently good or bad reviews?

Outdoor recreation enthusiasts, just like everyone one else, need places to eat, sleep and shop, but they’re also looking for unique local things to do and places to visit after cycling, paddling, hiking, birding, climbing, etc. They’re looking for a total visitor experience. With this in mind:

While conducting the reviews, search for total visitor experiences and packages.

* + These are the activities and places that set towns apart, drawing people off the rivers and trails into the community.
  + Look for lodging packages that include these activities.
  + For good definitions and examples, and to help with your review, check [The Essential Guide to Destination Tourism in Eastern Kentucky | SOAR (soar-ky.org)](https://soar-ky.org/destination-tourism-guide/)

Information concerning river conditions, like water levels and flow rates, is critical for boaters and paddlers. Please note if this information, or links to it, was provided on any sites visited.

\* Compile a Summary Report.

\* List and supply links to the sites visited.

\* What were the highlights?

\* What shortcomings in the community’s social media presence did you find?

\* What recommendations do you have for improvement?

\* Did any common community themes emerge?

\* If you were planning to visit the area what things would interest you most?

\* What is one significant historical or cultural event you found that took place in the town?

\* What did you find missing from the community related to outdoor recreation and/or tourism? \* If you were planning a trip with your friends….

\* Where would you stay?

\* Where would you eat?

\* What tourist attractions would you want to visit?

\* What outdoor recreation opportunities would you want to pursue?

Thanks for volunteering

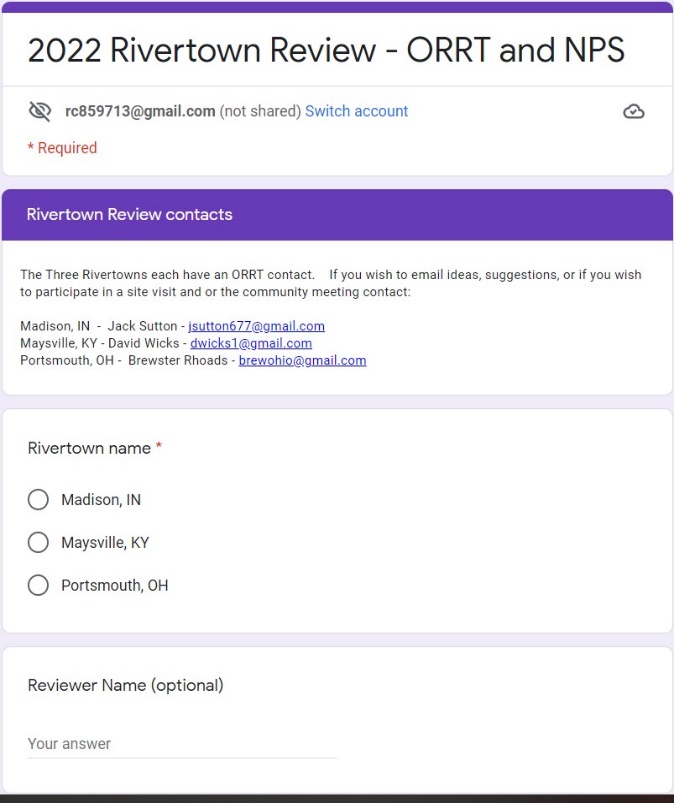
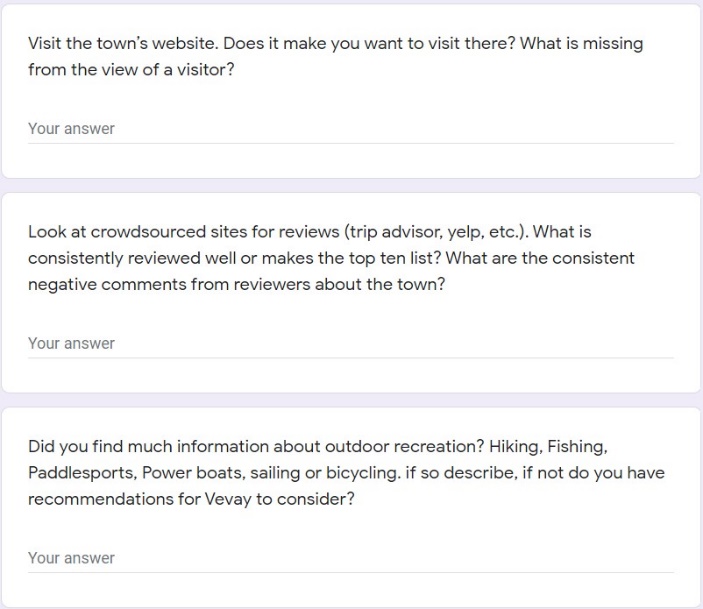
to help our community!

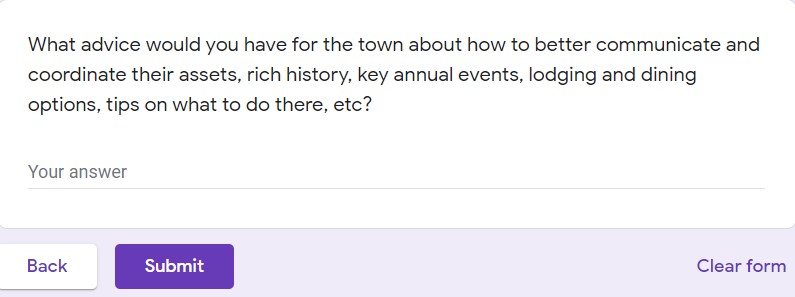


**Desktop Review**

**Sample Google Form**

Some volunteers used the following Goggle Form to provide their feedback on the Desktop Review for each River Town Review community.



**Desktop Review Form**

