

Backcountry Discovery Routes[®] and Tourism:

HOW ADVENTURE MOTORCYCLISTS CAN HELP YOUR COMMUNITY



BACKCOUNTRY
DISCOVERY
ROUTES


ECONOMIC IMPACT STUDY

Backcountry Discovery Routes

Backcountry Discovery Routes® (BDR®) is a non-profit organization that creates off-highway routes for dual-sport and adventure motorcycle travel. Through education, advocacy and promotion of responsible motorcycle travel, BDR endeavors to preserve backcountry motorcycle tourism for generations to come.

The organization works with land managers and agencies responsible for public land to keep trails and remote roads open for motorcycling. By leveraging a network of volunteers and careful investment of funds, BDR delivers resources to the motorcycle community including a high-quality waterproof map, a feature-length documentary film and free downloadable GPS tracks for each route. Informational videos, planning resources and route conditions are also available to the public at RideBDR.com.

Routes are promoted with a documentary film tour, print and digital advertising, editorial coverage, email communications, and a social media campaign. Since 2010, BDR has created eight cross-state routes that have delivered motorcycle tourism dollars to less-advantaged rural communities across the country.

A group of five motorcyclists are riding on a wide, unpaved dirt road that winds through a desert landscape. The terrain is arid, with sparse vegetation including small green shrubs and palm trees. The sky is clear and blue. The riders are wearing full protective gear, including helmets and jackets. The lead rider in the foreground is on a dual-sport motorcycle with yellow panniers. The other riders are spaced out along the road, with the furthest one kicking up a cloud of dust. The overall scene conveys a sense of adventure and exploration in a remote, natural setting.

The typical riding party on a BDR is 3-6 riders with a median age of 57.

How adventure motorcyclists can help your community

Adventure and dual-sport bikes are a fast-growing segment and represent 11% of all street-legal motorcycle sales in the U.S.* Backcountry Discovery Routes is a non-profit organization dedicated to developing adventure riding opportunities across the U.S., while making a positive economic impact on less advantaged rural communities and local businesses along their routes. In 2017, BDR surveyed adventure riders to quantify that impact and its benefits to the rural communities along its routes.

* Motorcycle Industry Council – Retail Sales Report 2017

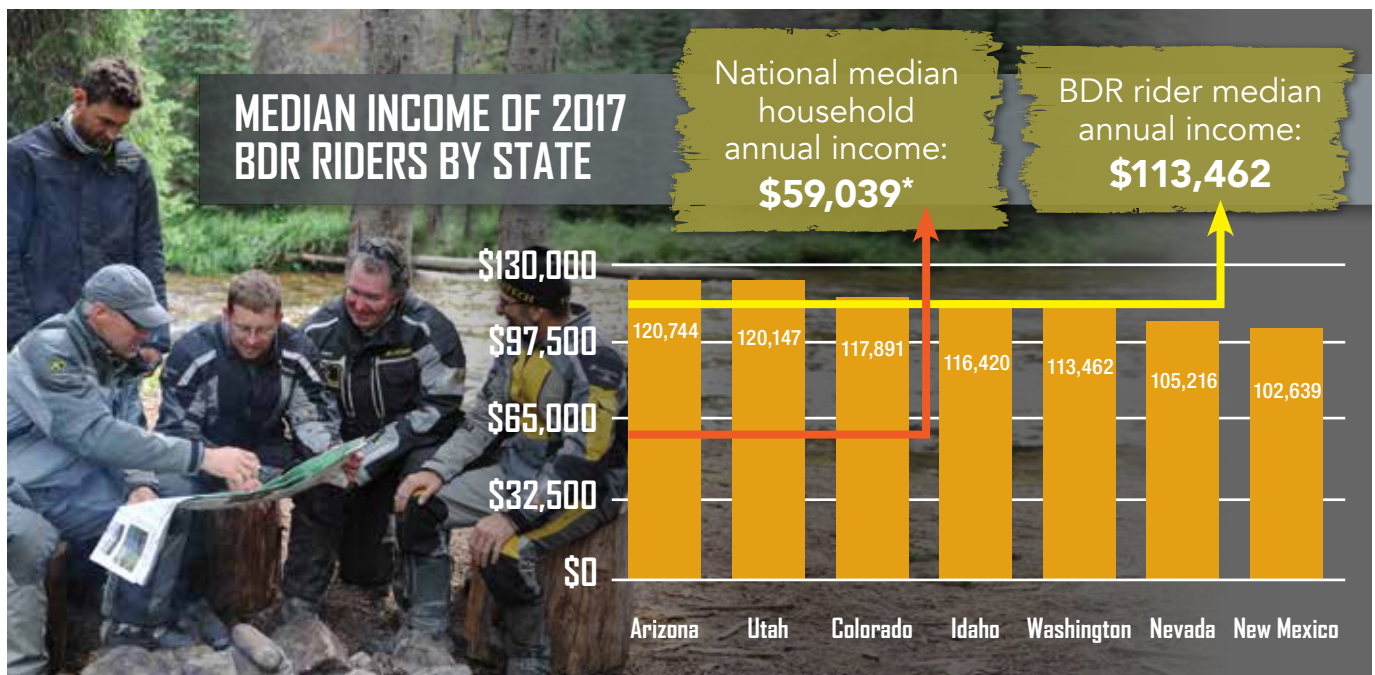


Who are BDR riders?

BDR riders are adventure motorcyclists — but they're also responsible, seasoned riders who want to travel and enjoy nature. Backcountry roads across the U.S. provide this opportunity, while bringing mutual benefits to the towns and communities along the way.

Demographics

The existence of BDR is growing the sport, creating new adventure riders every year. Participants are overwhelmingly male (over 97 percent) with a median age of 57. They are often established in their careers and have higher-than-average disposable incomes. In 2017, the median annual income of BDR riders was \$113,462 — nearly double the 2017 national median household income of \$59,039*.



* 2017 National US Census Bureau Report

Adventure enthusiasts across North America

More than 92 percent of BDR riders are U.S. residents, with more than 70 percent coming from the western half of the country. However, due to the dense population of the region, the recent release of the first East Coast BDR in 2018 could balance out the East and West Coast rider percentages.

The top three states of origin include Washington (24 percent), Colorado (13.2 percent) and California (10.6 percent). But no matter their home state, there is broad interest in BDR routes throughout the country. Over 91 percent of riders had plans to ride a BDR route in any state in the next three years.

Out of seven current and two proposed routes, Utah was the most popular for a future ride with just over 44 percent, followed by Colorado (42 percent) and Idaho (41 percent).

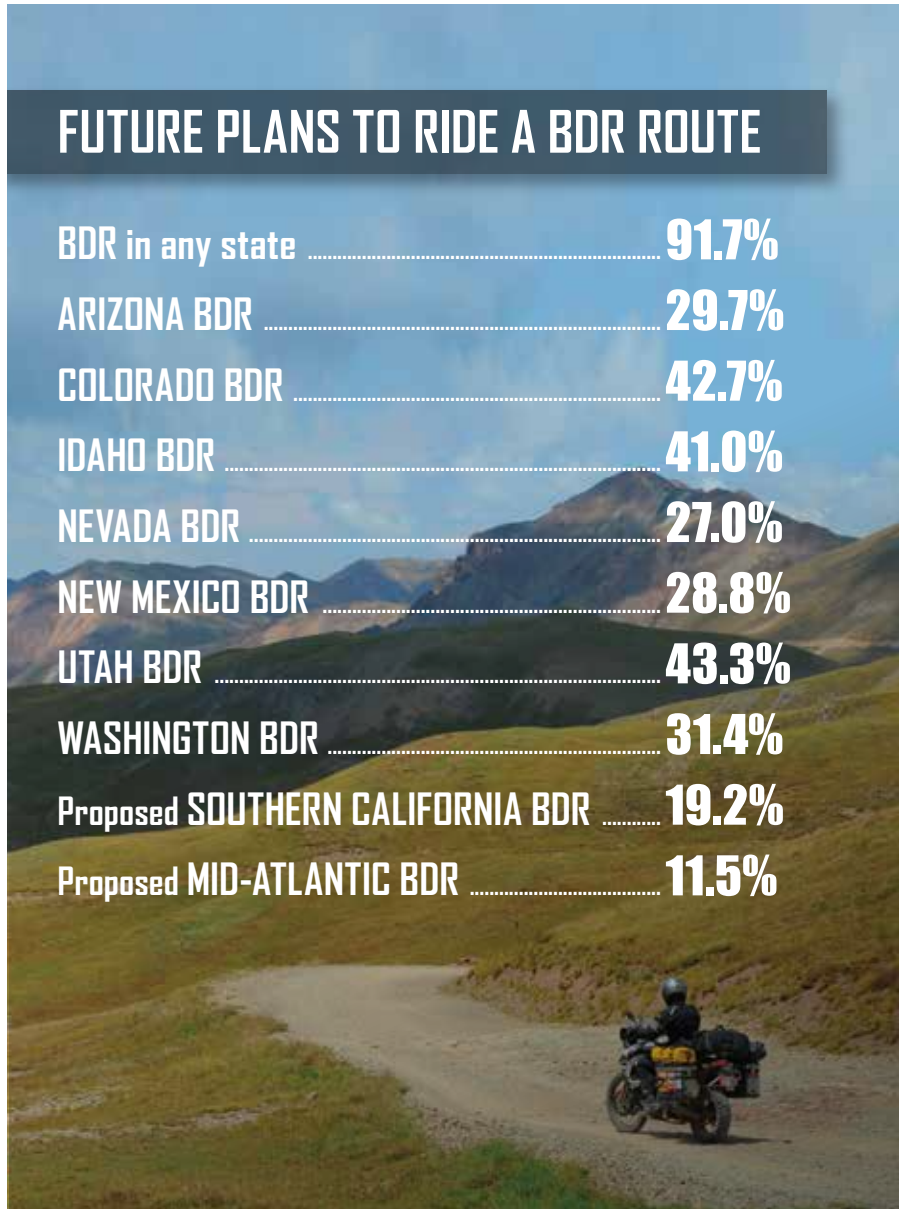
As this emerging form of recreation continues to grow, BDR riders may pass through your state, making a positive financial impact on local businesses and residents.

“We sponsored the Idaho Backcountry Discovery Route to help build the appeal of off-road motorcycling to international and interstate travelers. The 1,250-mile route showcases several of Idaho’s charming small communities, that have seen an increase in visitor activity which has spawned economic development. The BDR group made the IDBDR a ‘turn-key’ opportunity that we continue marketing with our tourism stakeholders.”

*Diane Norton
Tourism Manager Idaho Tourism*

FUTURE PLANS TO RIDE A BDR ROUTE

BDR in any state	91.7%
ARIZONA BDR	29.7%
COLORADO BDR	42.7%
IDAHO BDR	41.0%
NEVADA BDR	27.0%
NEW MEXICO BDR	28.8%
UTAH BDR	43.3%
WASHINGTON BDR	31.4%
Proposed SOUTHERN CALIFORNIA BDR	19.2%
Proposed MID-ATLANTIC BDR	11.5%



Working together to better your community

The BDR concept has been a huge source of inspiration for adventure riders, while delivering measurable economic benefits. When a new state route is created, it generates millions of dollars in new expenditures from out-of-state visitors to small rural communities. Each new BDR route brings increased commerce to hotels, campgrounds, restaurants, taverns, gas stations and general stores, lending a significant positive impact on areas struggling from lost mining or forestry industry revenue.

Tourist expenditures

In 2017, BDR routes generated \$17.3 million in new tourism expenditures, with the average traveling party spending \$3,769 on their BDR trip.

The Colorado BDR, for example, was created in 2013. In 2017, the route generated \$4.2 million in new motorcycle tourism expenditures from out-of-state visitors. The average group size for a traveling party was 3.8 people, spending an average of \$4,193 along their ride.



“The BDR clientele that are drawn into our establishment are not shy about spending money. Our neighboring restaurants have also seen increases in numbers since the IDBDR was created.”

*Jim and Caroline Huntley
Managers, Burgdorf Hot Springs
Salmon River Mountains, Idaho*

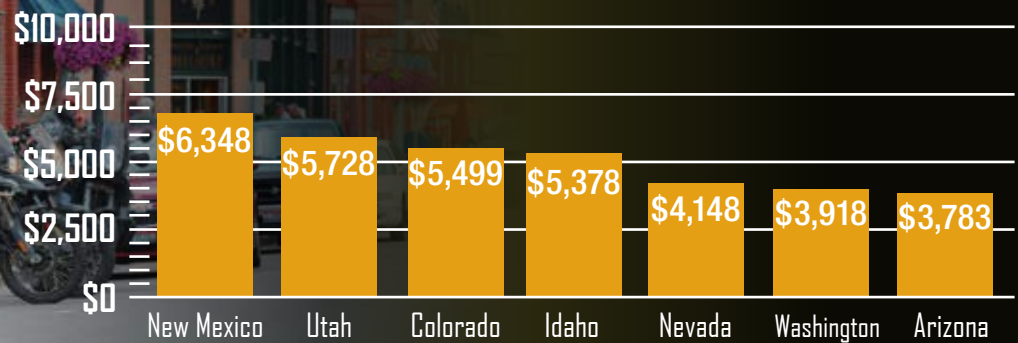
EXPENDITURES OF OUT-OF-STATE RIDING PARTIES IN BDR ROUTE STATES IN 2017



Expenditure breakdown

Average expenditures per riding party were obtained for various items in connection with riding on BDR routes. Expenditure items were grouped into two broad categories: motorcycle expenditures and other tourist expenditures.

AVERAGE SPENDING BY RIDING PARTIES IN BDR ROUTE STATES IN 2017



MOTORCYCLE EXPENDITURES BY RIDING PARTIES IN BDR STATES IN 2017 BY TYPE



MOTORCYCLE PURCHASES

\$6.3M



PARTS, SERVICE & ACCESSORIES

\$4.6M



FUEL/OIL

\$1.0M



MOTORCYCLE RENTALS

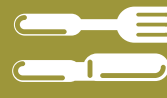
\$0.3M

OTHER TRAVEL EXPENDITURES BY RIDING PARTIES IN BDR STATES IN 2017 BY TYPE



PAID LODGING

\$2.1M



RESTAURANTS & TAVERNS

\$1.6M



GROCERIES

\$1.6M



NON-FOOD SUPPLIES

\$0.6M



TOURS/PACKAGES

\$0.2M



MISCELLANEOUS SHOPPING

\$0.7M

United for a cause

BDR identifies and maps out thousands of miles of verified terrain for adventure riding, placing no burden on state tourism or local land managers — only benefits, such as near-immediate reporting of issues. Land managers across their routes recognize this form of managed travel, and see value in the roads that are being utilized for recreation. This gives them a reason to protect these roads from closure.

BDR funds and creates Public Safety Announcement (PSA) campaigns to educate adventure motorcyclists about safe travel in the backcountry and responsible use of public lands. They are also instrumental in helping land managers communicate important messages to BDR followers regarding road closures, forest fires and other weather events.

A new route in your area could mean increased patronage of local businesses and a boost in tourism that places rural communities on the map — all while supporting a growing community of riders who appreciate and want to help preserve your public lands.



“This year we have experienced a lot of growth in the number of motorcycles visiting Yellow Pine. The riders that come in are very respectful and truly enjoy Yellow Pine.”

*Steve Holloway, Store Owner
Yellow Pine, Idaho*



To learn more about
Backcountry Discovery Routes, visit:

RideBDR.com





About the study

Methodology

An online survey was administered in November 2017. Backcountry Discovery Routes contacted 7,862 email addresses on its email list and received 3,078 responses. Of those, 958 were excluded for not riding BDR during 2014, 2015, 2016 or 2017. The result was a sample of 2,120 riders from a corresponding population of 5,415.

The sample showed that 1,432 respondents rode in 2017 (67.5 percent), while 688 did not ride any route in the same period. It was assumed that these proportions also applied to the non-respondents. As a result, it was estimated that 3,656 parties rode BDR routes 2017.

The study was conducted by William B. Strong, Ph.D., Professor Emeritus of Economics, and Ronald R. Schultz, Ph.D., Professor Emeritus of Geography, both of Florida Atlantic University.



RideBDR.com



Backcountry Discovery Routes | 4021 Airport Way South, Seattle, WA 98108, USA | (206) 383-6233 | info@RideBDR.com