

Travel + Trails

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Travel Powers the Economy

#1 Services Export in the U.S.

- 75 million international visitors (spending \$222 billion) in 2014
- 9.5% of total U.S. exports (the highest since 2001)
- Goal of Brand USA: 100 million visitors + \$250 billion by 2021

2.8% of U.S. GDP

- \$2 trillion in travel and tourism sales
- \$855.4 billion direct, plus \$1.1 trillion through other industries
- \$129 billion in federal, state and local tax revenue
- International travel and tourism spending growing nearly three times faster than overall GDP growth

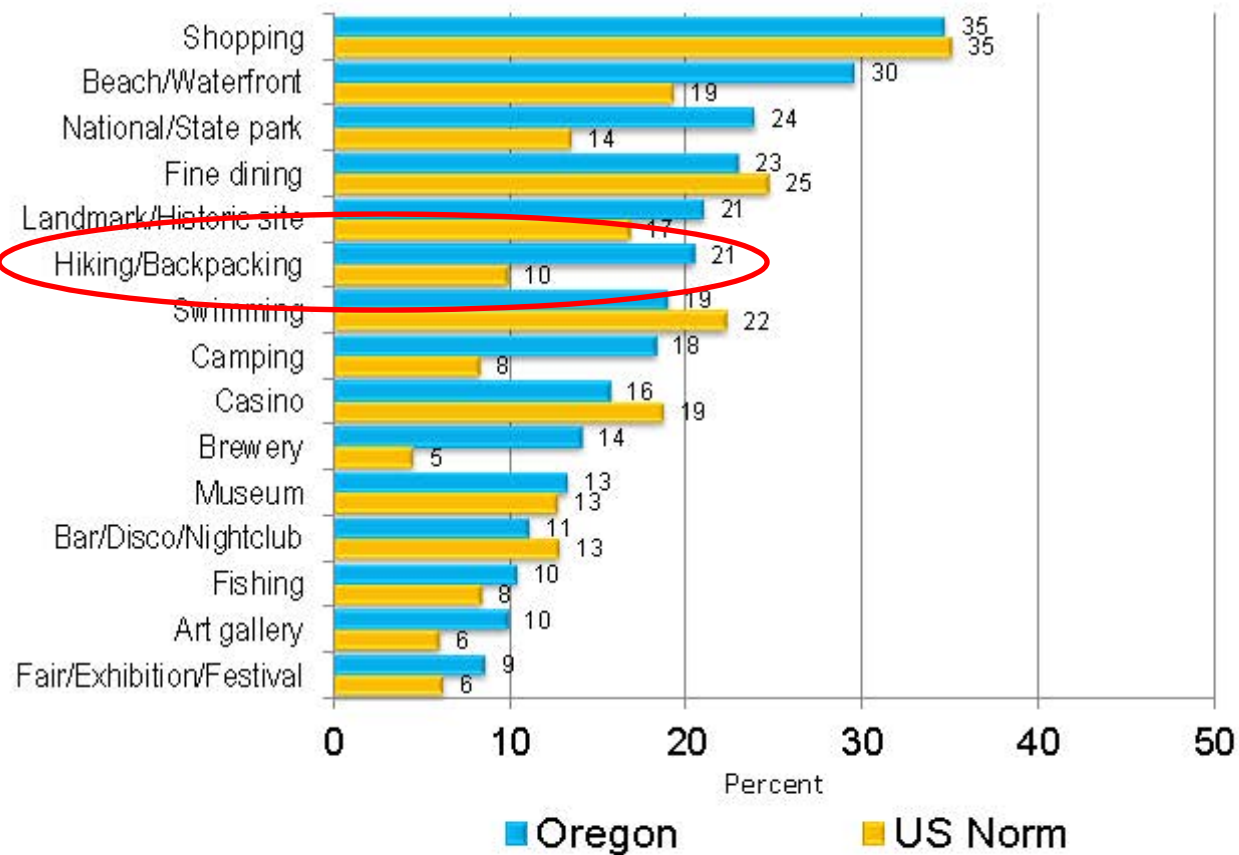
14.6 Million Jobs Supported by Travel

- 7.7 million direct plus 6.9 million in other industries
- Top 10 employer in 48 states and DC

Activities and Experiences



Base: Overnight Marketable Trips





Outdoor Rec Motivators



Our Target: The Explorer

The Explorer wants a unique travel experience, and they're not afraid to get their hands dirty. The Explorer is a mindset, a lifestyle, a behavior. It is not a demographic.

Defined as:

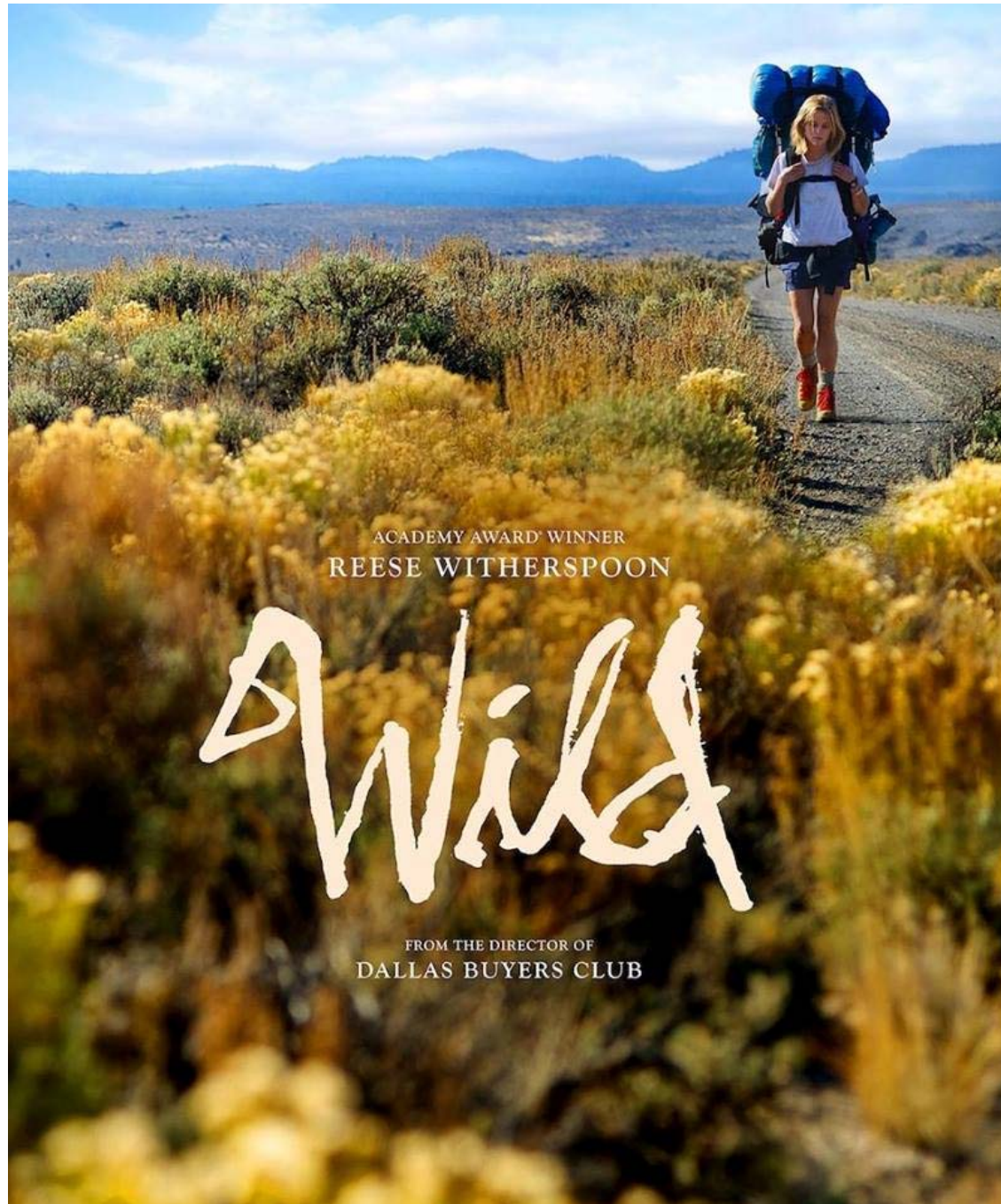
- Base: West Census Region
- Spent \$1000+ on domestic or international vacations
- **Enjoy any of the following: backpacking, cycling, fishing, golf, hiking, skiing, snowboarding, surfing, whitewater rafting, beach-going**
- Choose active vacations

Wing Ridge & Wallowa Alpine Huts



Cascade Huts on Mt. Hood





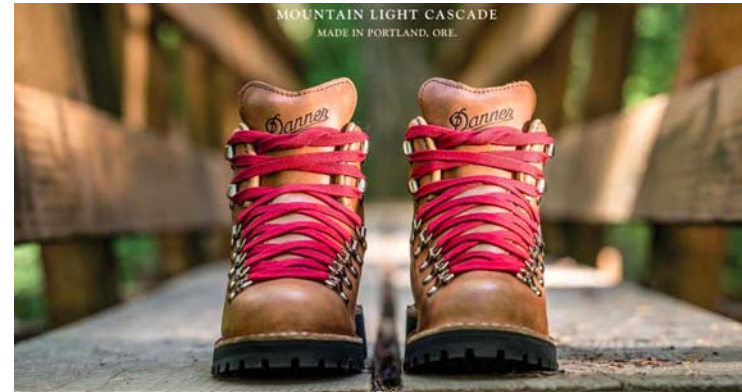
Pacific Crest Trail

WILD Premiere and Screenings



Wild Earned Media

- 17 Wild-related stories as of Feb 2015
- Total circulation: 85,598,649



GREAT WALKS

Take a walk, a Great Walk, through some of New Zealand's most awe-inspiring landscapes on premier walking tracks - watch one of our short videos and discover why they are called Great Walks!

Managed by the Department of Conservation (DOC), there are nine Great Walks to choose from - find out more below about the spectacular scenery that you'll see on each track and what you definitely won't want to miss!

LAKE WAIKAREMOANA



TONGARIRO NORTHERN CIRCUIT



WHANGANUI JOURNEY



ABEL TASMAN COAST TRACK



HEAPHY TRACK



KEPLER TRACK



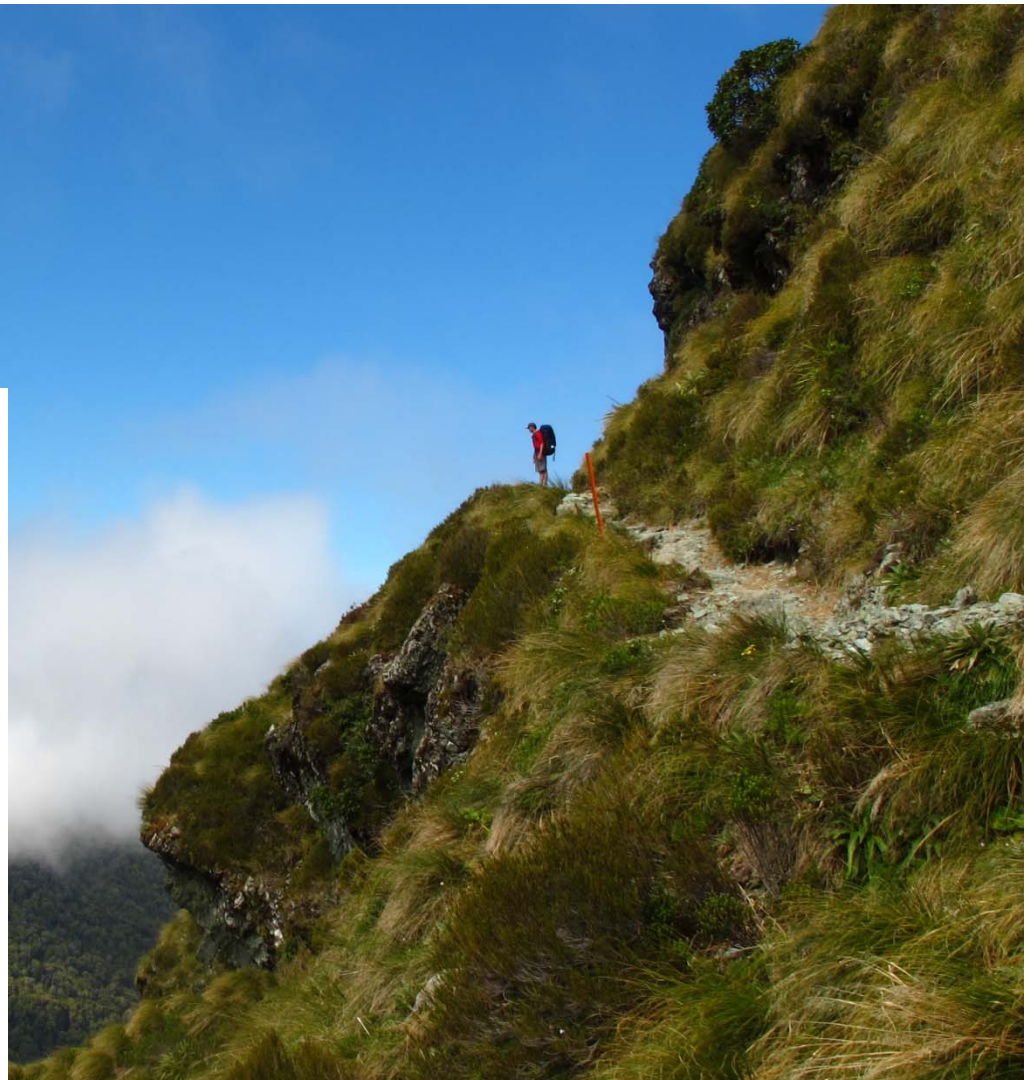
MILFORD TRACK



ROUTE BURN TRACK



RAKIURA TRACK









ROUTEburn TRACK

The Routeburn Track traverses the Southern Alps (Kā Tiritiri o te Moana) of New Zealand and passes through ice-carved valleys and beech forest. Walk alongside pristine rivers and glistening alpine lakes offering breathtaking views and mountain scenery.



Duration:
2-4 days

Distance:
32 km



Great Walks season: 28 Oct 2014 - 29 April 2015

Watch our short video and walk below mighty mountain peaks, through beautiful beech forest and above alpine valleys. Explore track information and some of the 'Don't Miss' highlights below. Hut accommodation costs \$64 per adult per night and kids 17 and under stay FREE! **Bookings are essential** to score a bunk during the Great Walks season - even for the kids.

DON'T MISS

GETTING THERE

PLAN & PREPARE

MAPS

0800 NZ GREATWALKS
(0800 694 732)

[BOOK ONLINE](#)

[TRACK BROCHURE](#)

Bookings now open!



Ingredients to World-Class Destination Trails

- Absolutely, phenomenally, drop dead gorgeous
- Connects people with sense of place
- Connects a diversity of assets/experiences at regular intervals
- Curated experience
 - Pre-trip planning info and tools online
 - On-site resources (printed maps, clear wayfinding signage, interpretive signage)
- Adventurous *yet supported* (shuttles, services)
- Shared adversity

Adversity Synonyms

suffering, distress, trouble, misery,
wretchedness
unhappiness, sadness,
heartache, woe, grief, sorry,
pain, anguish, agony

Literary: travail

Oregon Coast Fat Biking Route

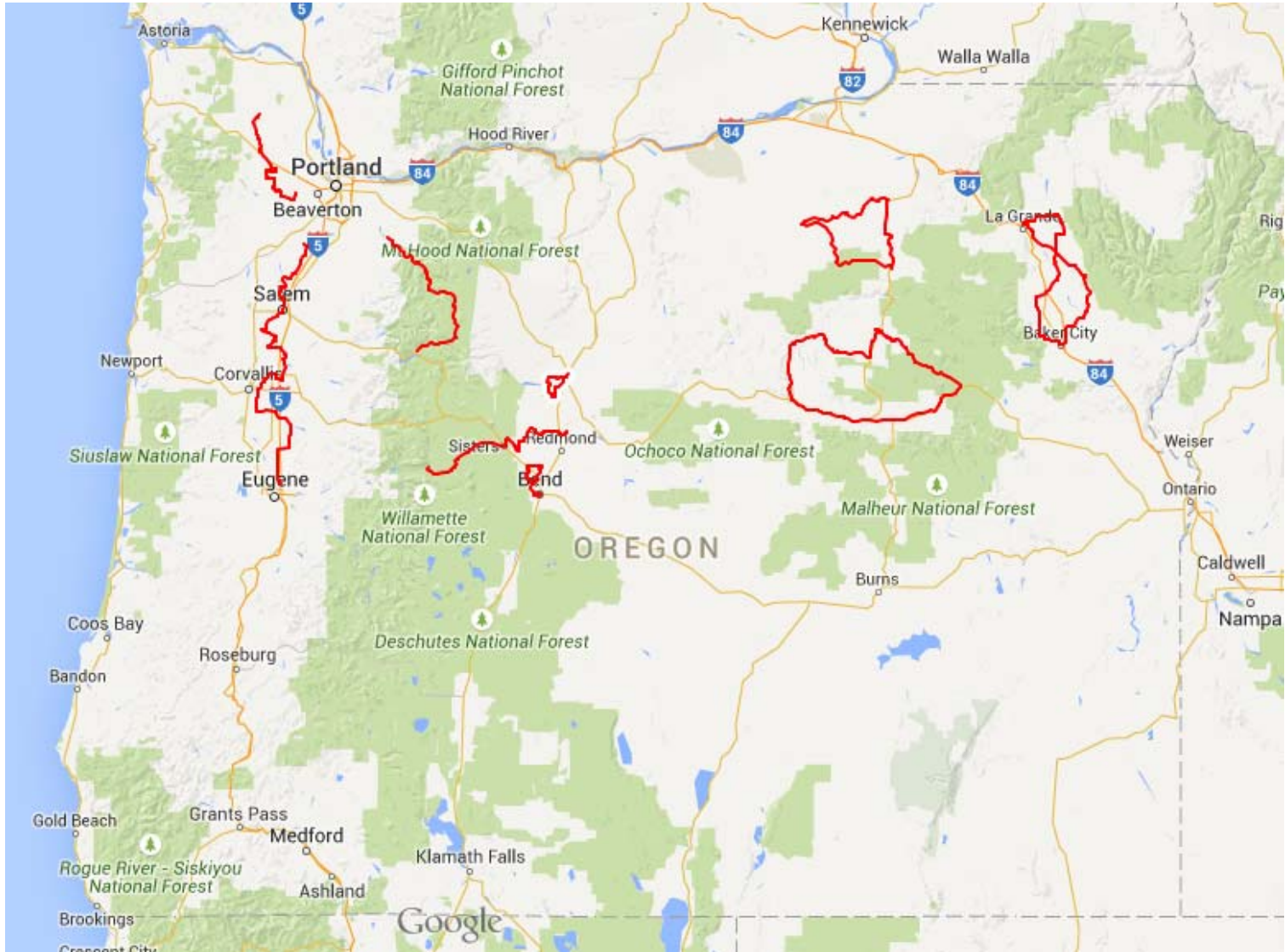


Hut to Hut System Development Cascade Range





Oregon Scenic Bikeways





















Search everything... SEARCH

FIND A RIDE

RIDE INSPIRATION

EVENTS

RESOURCES

MOUNTAIN BIKING ▾

GRAVEL RIDES

SCENIC BIKEWAYS



Search for a place to ride your bike in Oregon

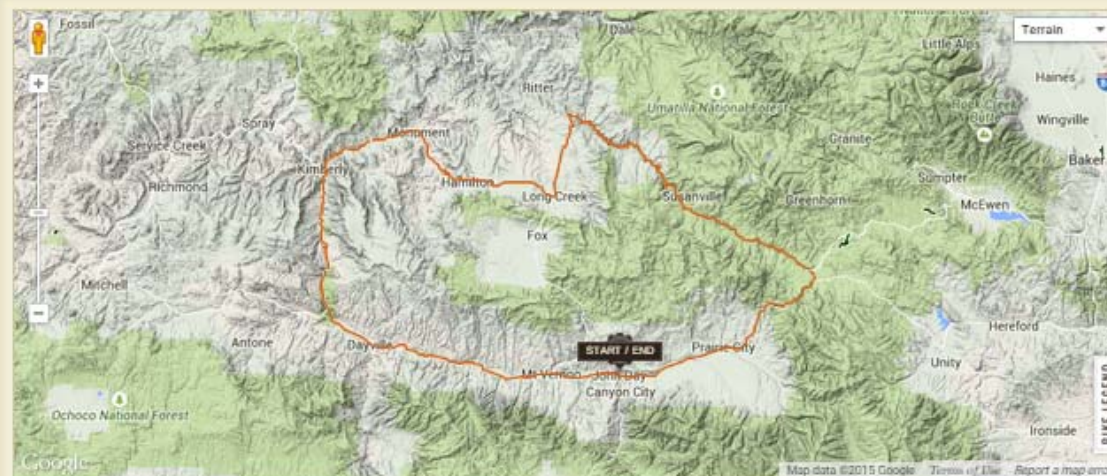
OPEN

Old West Scenic Bikeway



Scenic Bikeway

Length: 173.8 miles | Difficulty: Challenging | Origin: John Day | Attributes: 2 Day Rides, 3 Day Rides, Extended Climbs, Wilderness, Wildlife Views



Bike Shops (4)

Attractions (85)

Food & Drink (49)

Places to Stay (89)

Elevation Chart



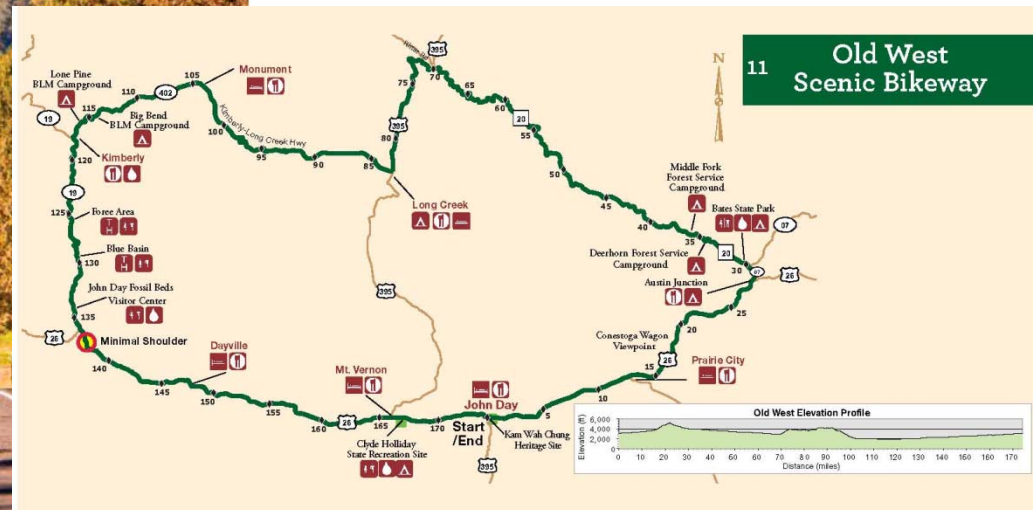
POWERED BY RIDE WITH GPS

For more information and to obtain an export of this ride, visit RideWithGPS.com.

OREGON SCENIC BIKEWAYS



Nature
HISTORY
Discovery





covered bridges scenic bikeway



Covered Bridges Scenic Bikeway



Travel Oregon

✓ Subscribed



1,456

+ Add to



Share



Hootlet



More



9



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Up Next



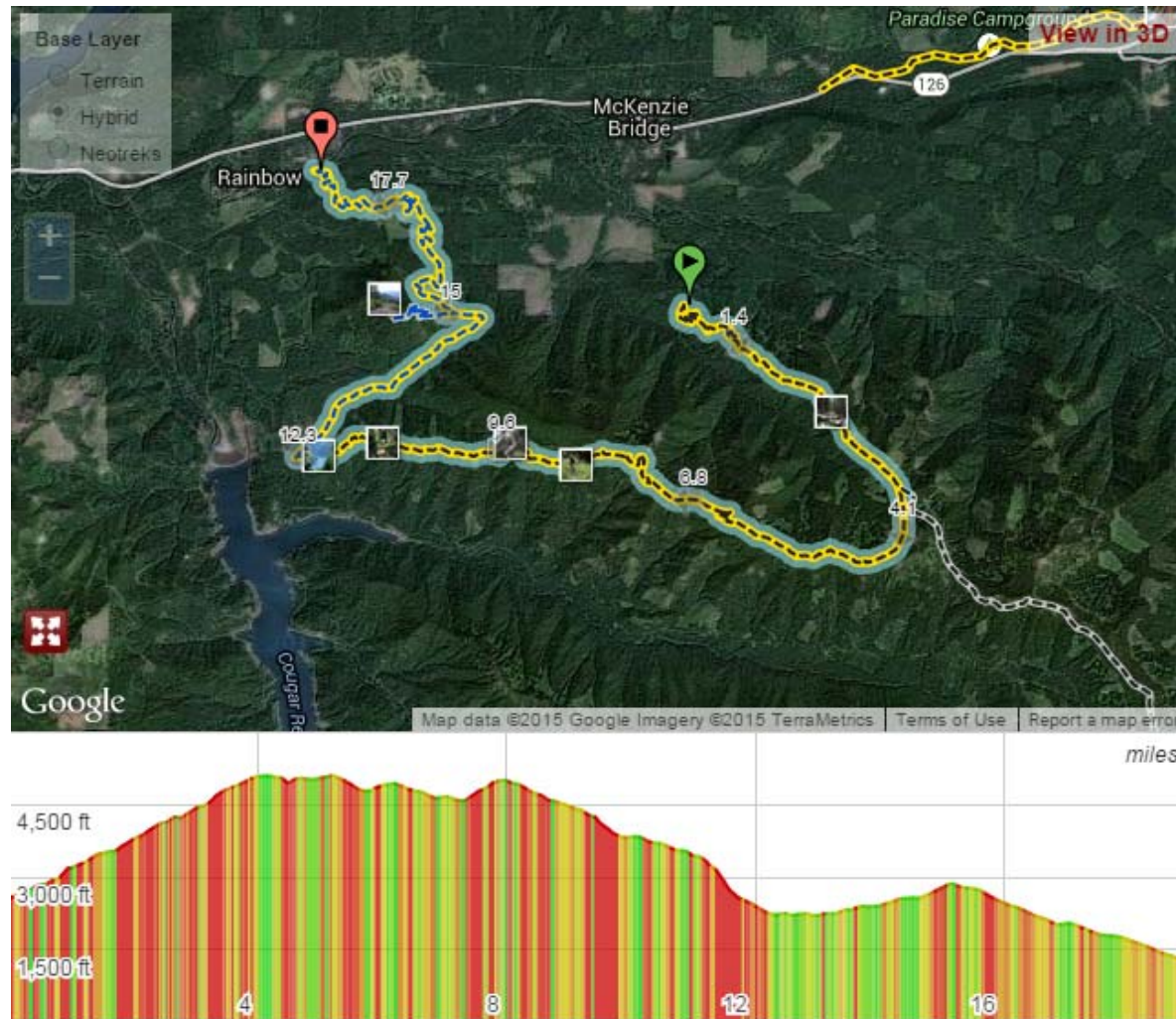
Trails, Trails, Trails!



McKenzie River Area



O'Leary Trail Loop – IMBA Epic



Infinity Loop: Potential for World Class?

- Showcase diversity of Oregon
- Accessible from an urban area with an international airport
- Opportunity to link assets and develop services
- Build off of Portland's international reputation as a bike-friendly destination, outdoor rec centered town
- Could it be one of Oregon's Great Walks?

Thank You!

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Hadrian's Wall