



BACKCOUNTRY[®]
DISCOVERY
ROUTES

RideBDR™

ECONOMIC IMPACT STUDY

ADVENTURE MOTORCYCLISTS

MAKING A POSITIVE IMPACT ON RURAL COMMUNITIES

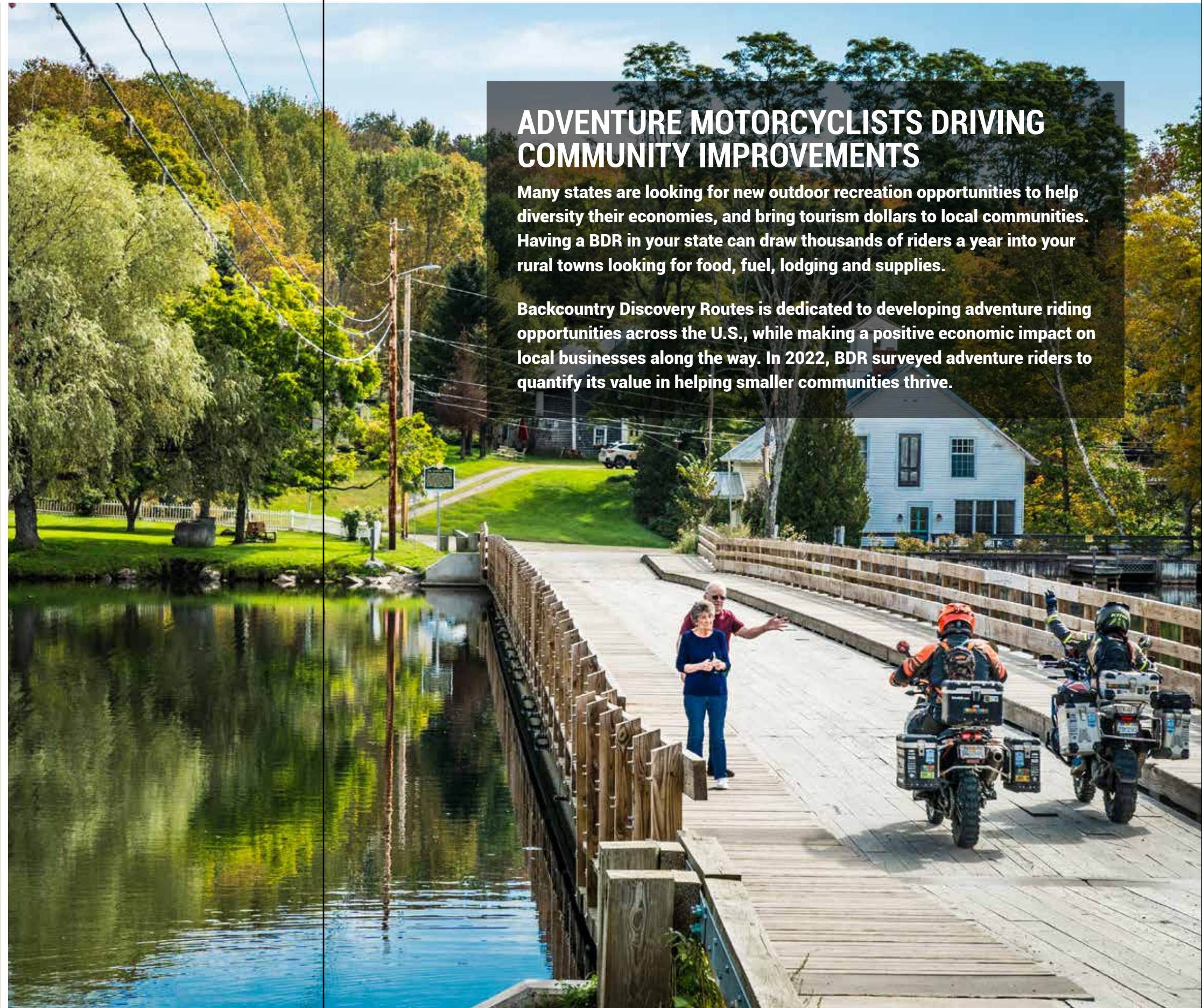


DESTINATION *Adventure*

Through education, advocacy and promotion of responsible motorcycle travel, Backcountry Discovery Routes® (BDR®) strives to preserve backcountry motorcycle riding opportunities, while respecting the land and bringing economic benefits to rural communities along the routes. Since 2010, this non-profit organization has worked with land managers and agencies responsible for public land to keep remote roads open for motorcycling.

The organization creates off-highway routes for dual-sport and adventure motorcycle travel. Its 12 cross-state routes and four BDR-X loop routes have delivered motorcycle tourism dollars to less-advantaged communities across the country. Routes are promoted with a documentary film tour, print and digital advertising, editorial coverage, email communications, and social media.

BDR provides the motorcycle community with valuable resources, including a high-quality waterproof map, a feature-length documentary film and free downloadable GPS tracks for each route. In addition, informational videos, planning resources and route conditions are available to the public at RideBDR.com. BDR's dedicated volunteers continue to work for the enjoyment and passion of the sport for future generations.



ADVENTURE MOTORCYCLISTS DRIVING COMMUNITY IMPROVEMENTS

Many states are looking for new outdoor recreation opportunities to help diversity their economies, and bring tourism dollars to local communities. Having a BDR in your state can draw thousands of riders a year into your rural towns looking for food, fuel, lodging and supplies.

Backcountry Discovery Routes is dedicated to developing adventure riding opportunities across the U.S., while making a positive economic impact on local businesses along the way. In 2022, BDR surveyed adventure riders to quantify its value in helping smaller communities thrive.

ABOUT THE SURVEY

Working in conjunction with the University of Wyoming’s, Center for Business and Economic Analysis (CBEA), Backcountry Discovery Routes® (BDR®) conducted a comprehensive economic impact study from visitor spending of motorcyclists traveling on off-highway routes. Key findings were based on economic impact calculations that are a function of state-specific multipliers, industry-specific margins, estimates of the number of out-of-state visitors, and the average spending per industry and state. BDR’s 65,077 email subscribers were contacted with an online survey, and responses collected from June 21, 2022 to July 27, 2022. The final number of responses used in the analysis was 4,379, with a response rate of about 7 percent.

ABOUT BDR RIDERS

The existence of BDR is growing the sport, creating new adventure riders every year. Participants are overwhelmingly male (over 94 percent). 35 percent of riders range from 55-64 years old, with 45-54 years old (28 percent) making up the second largest demographic. 23 percent are retired with more time to ride a BDR route.

Riders often have a college degree (50 percent) and are established in their careers, working full time (70 percent). The majority of riders have higher-than-average disposable incomes.

“

I’ve completed three BDRs and am planning another. If it wasn’t for BDR I would likely never have discovered adventure motorcycling, and even if I did, it would have been too daunting to plan a route myself. Doing a BDR has impacted me positively in so many ways, including the satisfaction of accomplishing something hard, and spending time in nature and solitude.

”

– Colin Guze



The highest percent (12%) of BDR riders reside in BDR’s home state, Washington.



REVVING UP ENTHUSIASM ACROSS NORTH AMERICA

More than 94 percent of BDR riders are U.S. residents, with the majority originating from the western half of the country. The top three states of origin include Washington (12 percent), California (9.5 percent) and Colorado (6.5 percent).

No matter their home state, there is broad interest in BDR from riders throughout the country. Nearly 90 percent plan to ride a BDR in any state in the next two years.

As this emerging form of recreation continues to grow, BDR riders may pass through your state, helping to boost the local economy for businesses and residents.

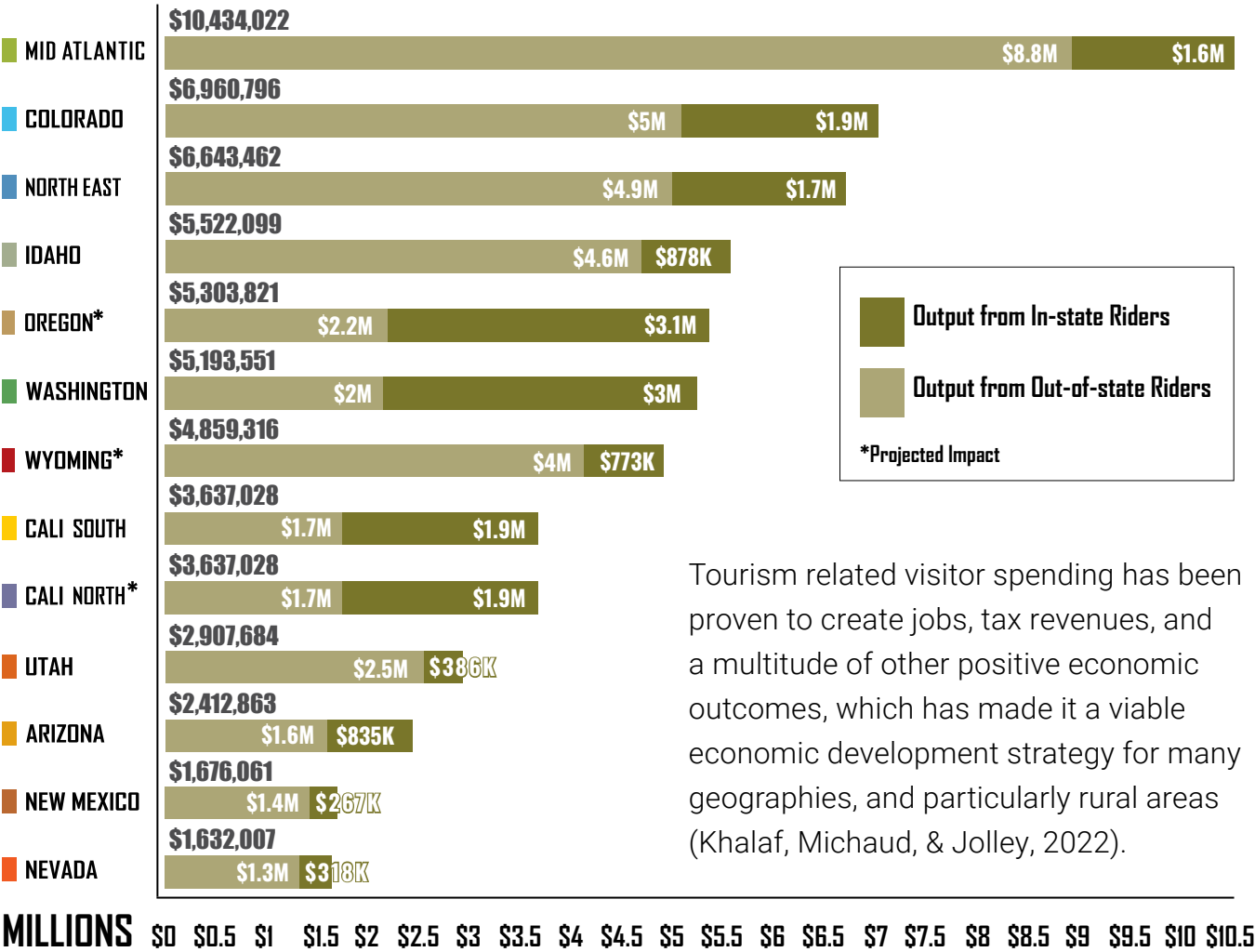
THE ROAD TO STRONGER COMMUNITIES



While inspiring adventure riders and stoking their passion for the sport, BDR continues to have a measurable economic effect on small rural communities. Through the creation of each new BDR route, the organization brings increased commerce to hotels, campgrounds, restaurants, gas stations, grocery stores and more, assisting areas struggling from lost mining or forestry industry revenue. BDR’s efforts generate millions of dollars in spending from out-of-state visitors to these communities.

In 2022, the total economic impact from all routes was \$60 million.

TOTAL BDR ECONOMIC IMPACT BY ROUTE



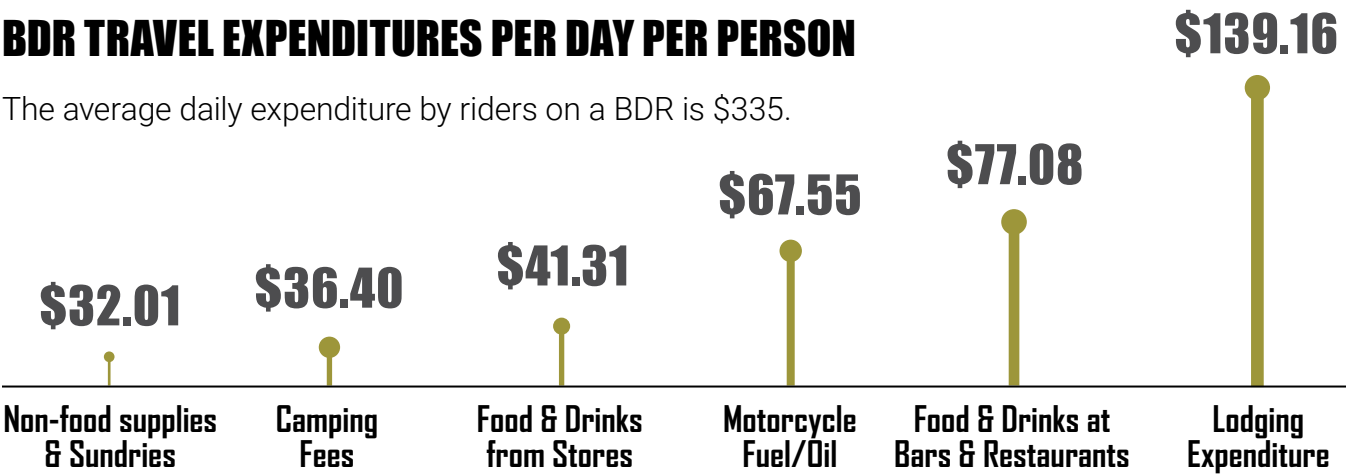
BDR RIDERS ARE NOT JUST SPENDING MONEY THEY ARE SUPPORTING LOCAL WORKFORCE.

BDR related visitor spending on BDR routes supports a total of nearly 500 jobs annually.



BDR TRAVEL EXPENDITURES PER DAY PER PERSON

The average daily expenditure by riders on a BDR is \$335.



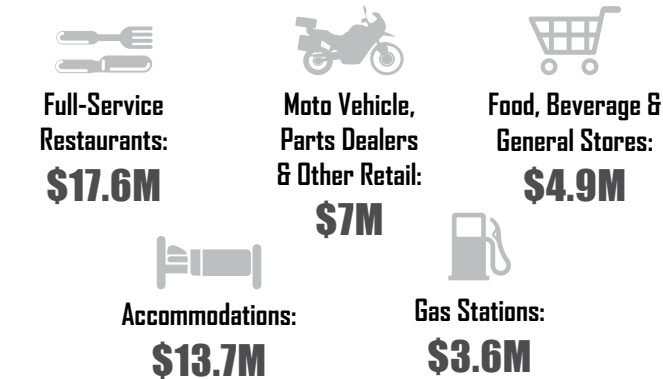
BDR-related spending has a sizable economic effect on states offering BDR routes. The total annual impact from the 12 operational routes (plus projected revenue for the upcoming Northern California route) was \$60 million.

The need for accommodations alone lends to viable economic development in these rural communities.

Seventy-five percent of riders spent three to eight nights on the BDR, with 45 percent utilizing paid lodging. Total economic impact for accommodations across the 12 current routes totaled nearly \$13 million in 2022.



TOTAL ANNUAL SPENDING BY BDR RIDERS IN 2022:



CONNECTING BRANDS WITH THEIR CORE AUDIENCE

BDR has proven to be a trusted brand with riders, but it relies on support from companies that care about the adventure motorcycling segment.

More than 50 ADV brands see value in BDR's work and support the cause through sponsorships, donations, advertising and by participating in the annual Supporter Program.

Over 75,000 fans enjoy ADV lifestyle content by following BDR via email newsletter, social media, YouTube and more.

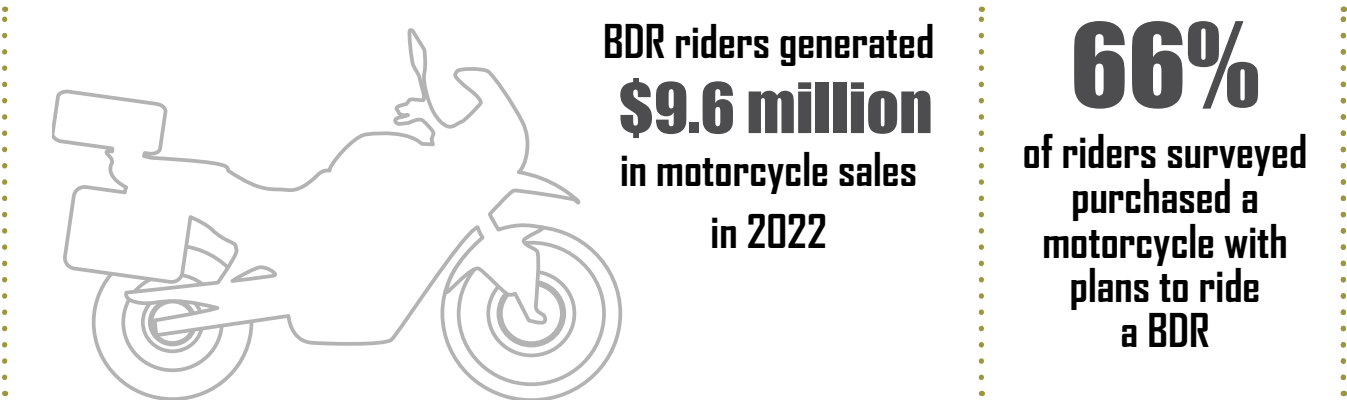
Ensure that your brand is at the forefront of the adventure and dual-sport motorcycle community — gaining loyal new customers and accelerating your revenue.



BDR is sponsored by over 50 motorcycle industry brands.

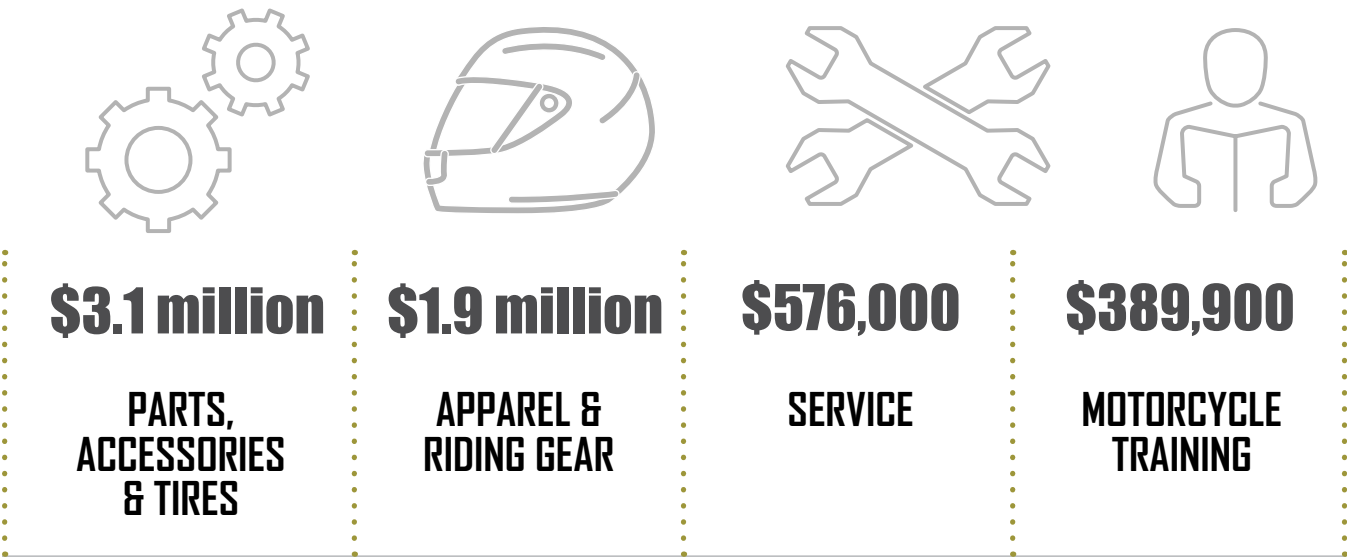
BDR RIDERS & ANNUAL MOTORCYCLE SALES

Adventure motorcycle sales continue to grow year over year and represent the fastest growing segment in motorcycle tourism. Dual-sport and adventure bikes account for 27 percent of all street-legal U.S. motorcycle sales in 2022 according to the MIC Research & Statistics Department.



ANNUAL MOTORCYCLE-RELATED EXPENDITURES BY CATEGORY

BDR riders are not just buying motorcycles, they are spending serious dollars on ancillary products and services to prepare for a BDR ride.



PREPARING FOR A BDR RIDE

As experienced adventure motorcyclists, BDR participants know the importance of preparation to ensure a successful, enjoyable and safe ride.



PREPARING THEIR BIKES:

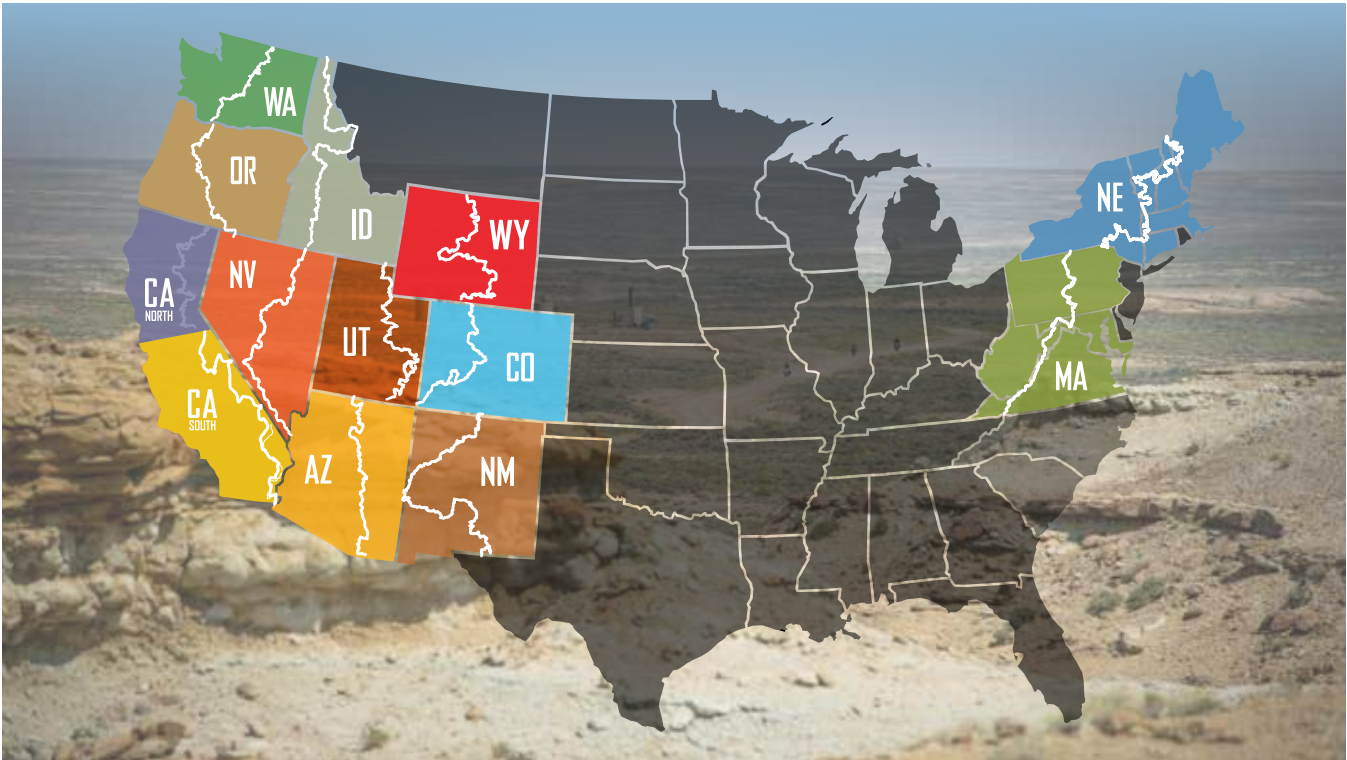
47% of riders spent up to **\$2,500** on parts, accessories, tires, etc. to ensure their bikes are BDR-ready

PREPARING THEMSELVES:

Riders spent on average **\$850** on apparel, riding gear and training

RESPECT FOR THE LAND, SUPPORT FOR THE LOCAL ECONOMY

On a BDR, riders have the opportunity to explore rural America and the remote dirt roads and tiny towns that most people will never see. BDR identifies and maps out thousands of miles of verified terrain, while placing no burden on state tourism or local land managers — only economic benefits and respect for the land. A new route in your area could mean increased patronage of local businesses and a boost in tourism, all while supporting a growing community of riders who appreciate and want to help preserve your public lands.



Adventuring in the backcountry is a privilege. Land managers across their routes recognize this form of managed travel and see value in the roads that are being utilized for recreation. As such, BDR funds the creation of Public Safety Announcement (PSA) campaigns to educate adventure motorcyclists about safe travel in the backcountry and responsible use of public lands. The BDR organization is also instrumental in communicating important messages to BDR riders regarding road closures, forest fires and weather events.



“My friend and I just returned from doing the NEBDR. We were impressed with the quality of the GPS tracks and the route itself. Each day offered a great variety and excellent choices of trails. The entire route was very well planned and thought through, and as a result we had a great adventure. We are looking forward to our next BDR. My compliments to your team for the hard work and many hours spent making this route such a success.”

– Glen Yuill



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Backcountry Discovery Routes | 3250 Airport Way South, Ste 733, Seattle, WA 98134 USA, USA | (206) 383-6233 | info@RideBDR.com