



# OREGON TIMBER TRAIL

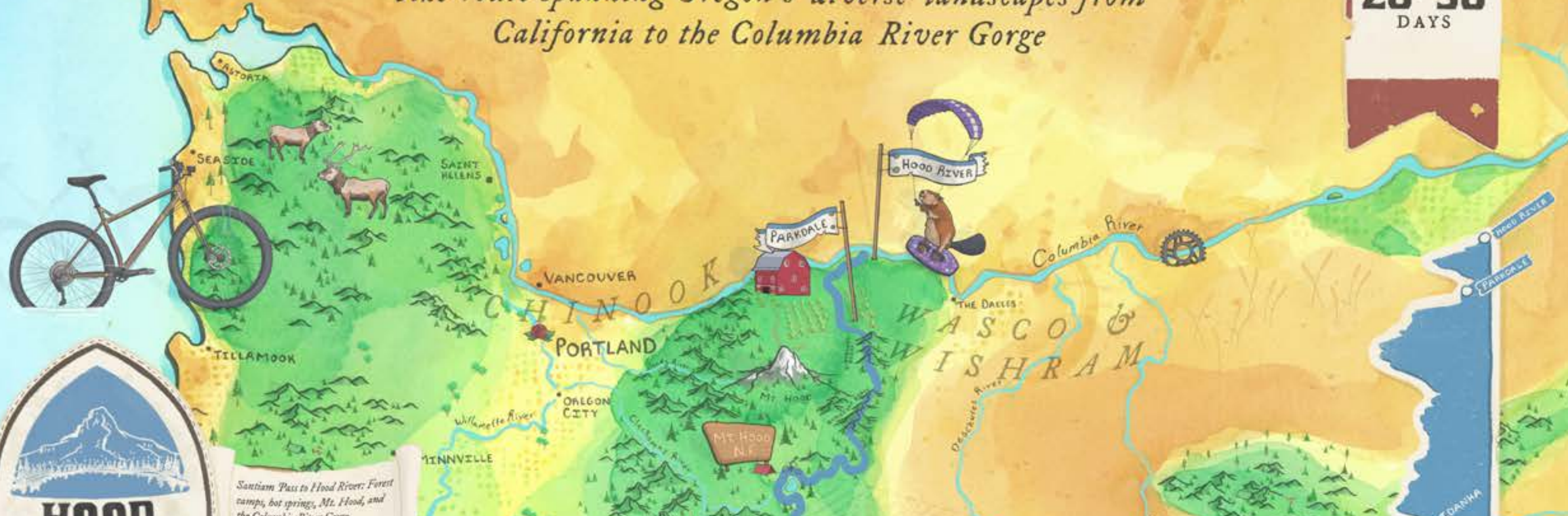
*The Oregon Timber Trail is an iconic backcountry mountain bike route spanning Oregon's diverse landscapes from California to the Columbia River Gorge*

**FOUR**  
TIERS

**669**  
MILES

**69K'**  
ELV GAIN

**20-30**  
DAYS



OREGON  
TIMBER TRAIL

**2015 – 2019**

**Built an award winning  
world-class MTB destination  
without a shovel in the ground.**

**OREGON  
TIMBER TRAIL**

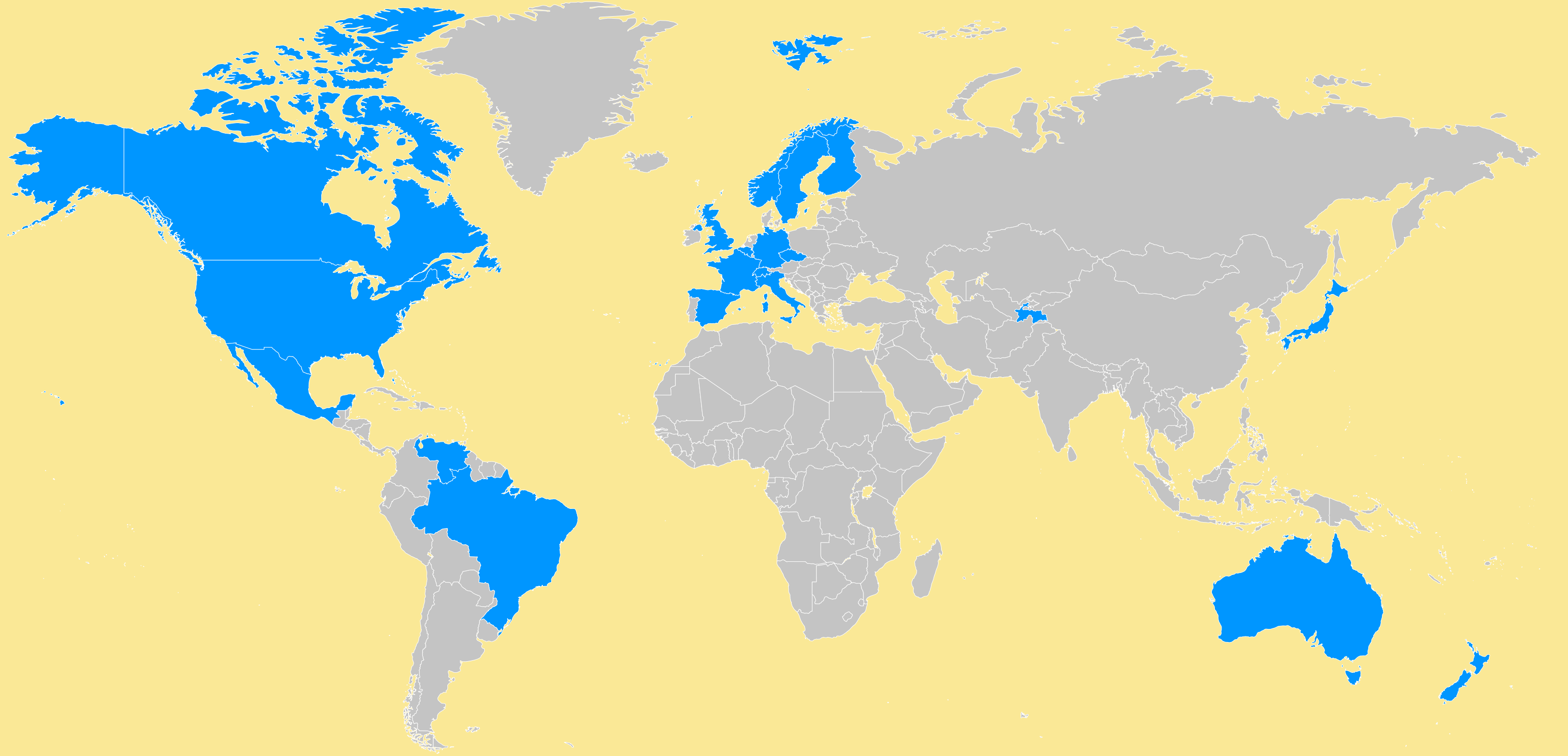
**2015 – 2019**

**124,000**

**UNIQUE  
VISITORS**

**304,000**

**PAGEVIEWS**



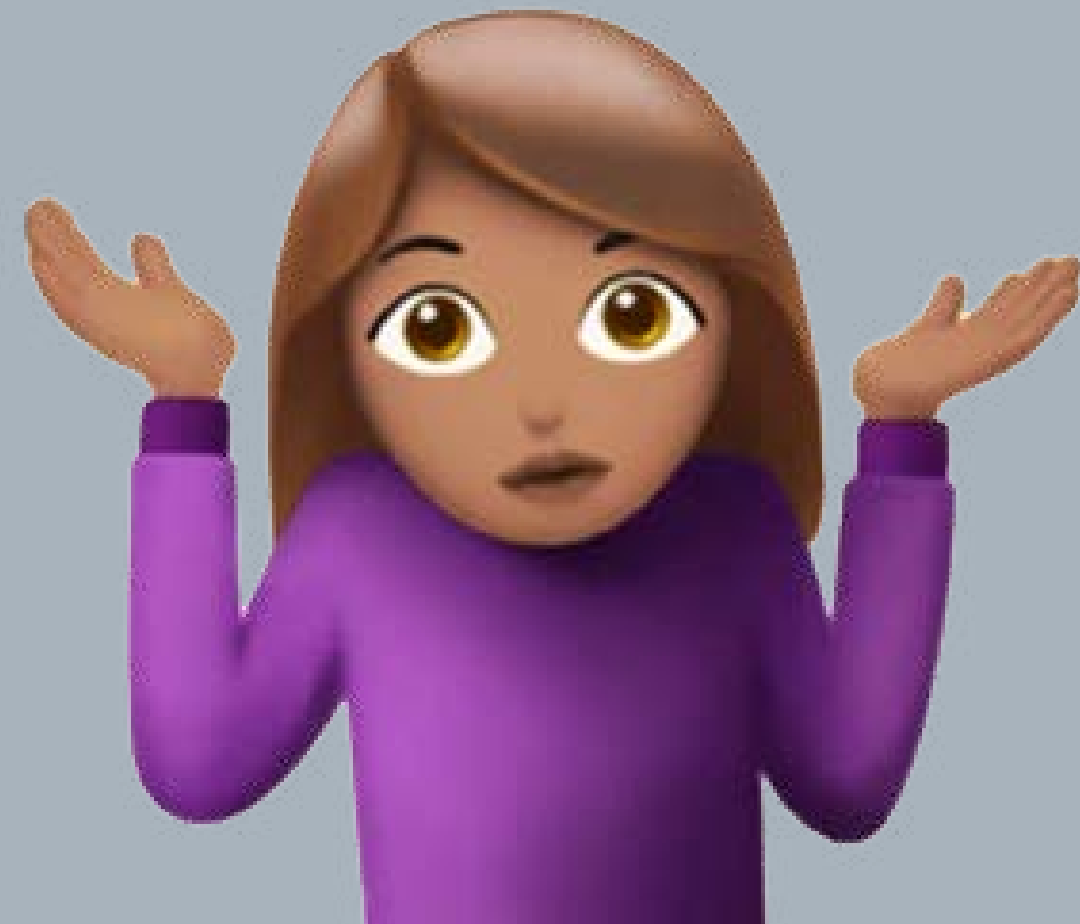
OREGON  
TIMBER TRAIL

ROUTE GUIDE DOWNLOADED

**MOUNTAIN BIKING ON THE  
OREGON COAST**

**5**

**YEARS AGO**



**2019 KLOOTCHY**

**2019 TILLAMOOK**

**2018 WILDER**

**2017 CAPE MTN**

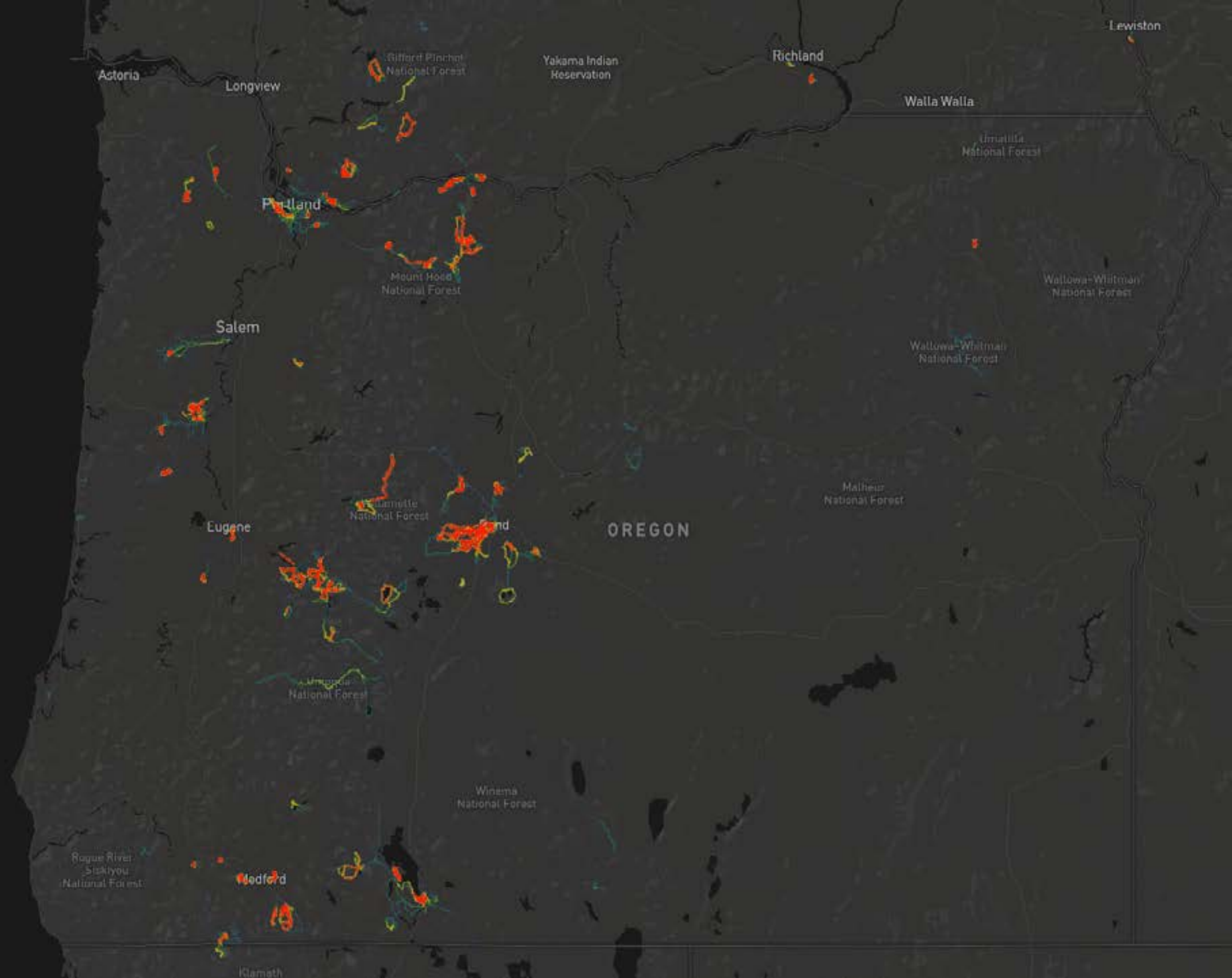
**2018 WHISKEY RUN**

**2016 ROGUE RIVER**

**MOUNTAIN BIKING  
ON THE OREGON  
COAST TODAY**



**BUT WE  
STILL  
HAVE  
SOME  
WORK  
TO DO**



**SO WHAT MAKES**  
**THE OREGON COAST**  
**SPECIAL?**



# THE UNKNOWN

A person wearing a green shirt, black shorts, a black helmet, and glasses is riding a fat bike on a dirt trail through a dense forest. The person is smiling and looking towards the camera. The forest has many tall, moss-covered trees and lush green foliage. Sunlight filters through the trees, creating dappled light on the ground.

**ALL SEASON**

A person is riding a mountain bike on a narrow dirt trail in a forest. The trail is surrounded by lush green moss and ferns. The rider is wearing dark clothing and is positioned in the upper left of the frame. The text "THE DIRT" is overlaid in large white letters across the center of the image.

# THE DIRT



# THE OCEAN

**HOW CAN WE APPLY  
WHAT WE LEARNED  
FROM THE OREGON  
TIMBER TRAIL TO THE  
OREGON COAST?**

**How did we cohesively stitch 700  
miles through 11 counties?**

**We analyzed the landscape, distilled  
its strengths, and told its story well.**

A full-page background image featuring a mountain biker in a black jacket and helmet riding a trail bike up a rocky, grassy hill. The sky is filled with dramatic, colorful clouds in shades of purple, pink, and orange, suggesting a sunset or sunrise. The biker is positioned in the upper right quadrant of the frame. The overall scene conveys a sense of adventure and outdoor recreation.

# Who?

**Identify your target audience.**

A person wearing a bright red jacket and a helmet is riding a mountain bike through a forest. The background is a blurred green forest, suggesting motion. The person is leaning forward, and the bike's handlebars and front wheel are visible.

# What?

**Identify your sought experience(s).**



# Vision

**Tell your unique story.**

A group of people are gathered outdoors at sunset, celebrating. Many individuals have their arms raised, holding up various drinks like wine glasses, beer cans, and small shot glasses. The background shows a hazy landscape with mountains and a body of water under a warm, orange-hued sky. The overall mood is festive and communal.

# Get buy in

**Explain the experiences you're trying to provide to your stakeholders.**

# Stand out

**Branding matters—craft a  
cohesive appearance.**

A photograph of a sunset over a body of water. The sky is a mix of deep blue, purple, and orange, with some clouds catching the low light of the sun. The water in the foreground is dark, with some ripples visible. The word "Inspire" is written in large, bold, yellow letters across the middle of the image, partially overlapping the sky and water.

# Inspire

**Let the coast's beauty sell itself  
through photographs**



# Influence

**Engage voices in the audience you're  
trying to reach.**

A man wearing a black cycling helmet and glasses is looking down at a map he is holding in his hands. He is wearing a black long-sleeved shirt and a backpack with a camouflage pattern. The background is a blurred green forest.

# Inform

**Provide trip planning resources for a variety of experiences.**

# Community

**Build community within your  
networks and give your audience  
the microphone**

A person wearing a blue shirt and a backpack is riding a bicycle on a wide, flat beach at low tide. The beach is covered in wet sand with scattered puddles reflecting the sky. In the distance, a range of mountains is visible under a blue sky with scattered white clouds. The overall scene conveys a sense of adventure and exploration.

# Stoke

**What's on the horizon?**

A person wearing a black helmet, a dark blue sleeveless shirt, and black shorts is riding a mountain bike through a dense forest. The rider is leaning forward, and the bike is partially obscured by green foliage in the foreground. The background shows a sun-dappled forest with trees and ferns.

# Metrics

**Measure the impact of your efforts**

**SO WHAT'S NEXT?**

# SO WHAT'S NEXT?

- 1) Thorough inventory of trails

# SO WHAT'S NEXT?

**1) Thorough inventory of trails**

**2) Thorough inventory of land ownership**

# SO WHAT'S NEXT?

**1) Thorough inventory of trails**

**2) Thorough inventory of land ownership**

**3) Build diverse photography assets**

# SO WHAT'S NEXT?

- 1) Thorough inventory of trails
- 2) Thorough inventory of land ownership
- 3) Build diverse photography assets
- 4) Solidify coastal MTB brand

# SO WHAT'S NEXT?

- 1) Thorough inventory of trails
- 2) Thorough inventory of land ownership
- 3) Build diverse photography assets
- 4) Solidify coastal MTB brand
- 5) Develop communications strategy

# SO WHAT'S NEXT?

- 1) Thorough inventory of trails
- 2) Thorough inventory of land ownership
- 3) Build diverse photography assets
- 4) Solidify coastal MTB brand
- 5) Develop communications strategy
- 6) Stay networked

