



Byway Boosters Program

Hells Canyon Scenic Byway
Easy to get over - Hard to forget!
www.hellscanyonbyway.com

What is Hells Canyon Scenic Byway?

The Byway is a federally designated 218 mile scenic route beginning in La Grande, traveling through Elgin to Joseph via Hwy 82, turning on Hwy 350 to the Forest Highway 39 Road, onto Hwy 86 to Halfway or Oxbow, and ending in Baker City. Travelers can enjoy the route in either direction.

Why is the Byway important?

- Visitors spent an estimated \$92.5 million* in Baker, Wallowa and Union Counties in 2012. The Hells Canyon Scenic Byway is one of the region's most effective attractions.
- Average daily expenditure by visitors to Eastern Oregon is \$198 per travel party
- Estimated summer/fall travel expenditures = \$1.4 million (FS 39 Road travelers)

What do Byway Travelers purchase? They...

- shop in our stores for artwork, gifts, souvenirs, food, outdoor gear and supplies
- buy gas
- attend our events and visit our attractions
- buy rooms in hotels, bed & breakfast inns, guest rentals, campsites at our parks
- eat in our restaurants, love our beer, and consume spirits and wine

So, why should You care? The Byway is good for business!

- In 2014 a portion of the Byway between Hwy 86 and Duck Creek (13 miles) on the FS 39 Road will be under reconstruction
- When this portion of the 39 Road was closed in 2011 due to flooding, businesses along the Byway reported a decrease in business of up to 40%*
- Impact was felt throughout the byway, not just those businesses closest to the closure. Some travelers chose not to travel the byway or stop in the anchor communities at all.
- If the message gets out that the byway is closed, your business and your community stand to lose millions of dollars.

We need to be *proactive!* Working together, we'll let visitors know that the Byway is open for business! It is NOT closed, but delays and detours will be part of the experience. You can help...Become a Byway Booster!

~ Over to find out how ~

*2012 Dean Ruyon Oregon Travel Impact report

The Byway Booster Package includes:

- Tear-sheet **maps** showing the Byway, the detour, and key attractions
- **Web and Social Media Exposure**...Let Us Tell Your Byway Story - Businesses furnish a brief story about their business to be featured on the Hells Canyon Scenic Byway blog articles and Facebook posts
- **Access** to alerts and current road conditions, construction schedules, and byway stories at hellscanyonbyway.com
- Business **profile** on and links from Byway website's Booster page. Tie your own promotion to ours for added punch.
- "Ask Me About" Byway **buttons** for all frontline service staff



We need your help to make sure we are ready to Speak Byway in 2014!

Baker, Wallowa and Union County Destination Marketing Organizations have already committed over \$12,500 to this campaign. Your participation makes the campaign much stronger. For just \$100, you can be one of only 20 Byway Booster Businesses.

Call Vicki Searles, Wallowa County Chamber, 541.426.4622 or
Timothy Bishop, Baker County Tourism, 541.523.1589 or
Kristen Dollarhide, Union County Chamber, 541.963.8588

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### BYWAY PROMOTIONS

- Picture Yourself #HellsCanyon Social Media campaign selfie contest
- Byway Fun Facts Quiz
- Marketing: our Byway print campaign includes American Road Magazine, local newspapers' driving guide; printed materials – HCSB brochure; map tear-sheet; kiosk maps; inclusion in the Travel Oregon Seven Wonders campaign

### HELLS CANYON SCENIC BYWAY; EASY TO GET OVER – HARD TO FORGET!

The road to Hells Canyon has many twists and turns! There are surprises and hidden wonders all along the way! Look for the "Ask Me About" byway buttons to find the best and most current information on road conditions, events and travel alerts.

### SHOW US YOUR BYWAY SWAGGER (purpose is to gain from social media)

Whether you are riding the rapids on a jet boat, climbing the curves on two wheels, navigating the mountain trails on two feet or four, you may pick up the byway swagger while exploring Hells Canyon Scenic Byway country. So, Cowboy Up and show us your best byway swagger! Post your swagger video on our Facebook page. We'll pick our favorite and send the winner a byway gift!

Note: video must be shot along the Hells Canyon Scenic Byway, so make sure the background is identifiable, such as a business front, sign or scenic landmark.

### BYWAY FUN FACTS QUIZ (purpose is to inform and engage the visitor with the businesses)

The byway quiz includes a mix of 10 multiple choice questions about the byway and participating businesses. People fill out the quiz and drop it off at participating outlets. Drawing for gift basket will be held in August. The gift basket will need to be items that can be shipped and enjoyed anywhere since visitors will have presumably already been here and may not be coming back.