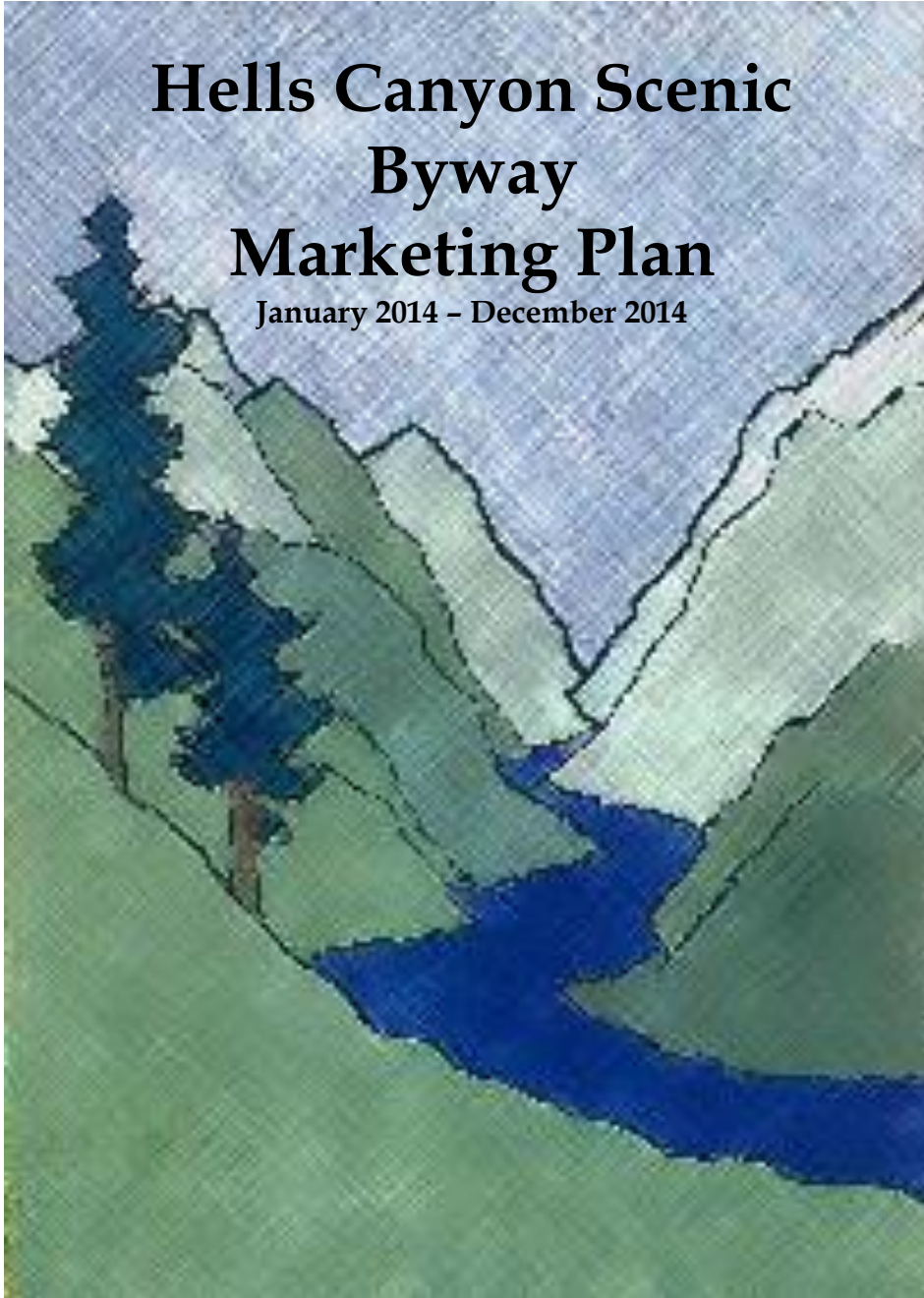


# Hells Canyon Scenic Byway Marketing Plan

January 2014 - December 2014



**DRAFT as of 11/25/13**

# Hells Canyon Scenic Byway

## Marketing Plan Summary January – December 2014

**Preface:** This document is intended to act as a summary of the proposed strategies and activities Hells Canyon Scenic Byway Marketing Team will undertake in calendar year 2014 marketing campaign.

Hells Canyon Scenic Byway Committee acts as a committee of Eastern Oregon Visitors Association, which is an 11-county Regional Destination Marketing Organization. Traditional contributors to the marketing activities of Hells Canyon Scenic Byway Committee are:

Baker County: Baker County Tourism (Base Camp Baker)  
Union County: Union County Chamber of Commerce  
Wallowa County: Wallowa County Chamber of Commerce  
National Historic Oregon Trail Interpretive Center  
Wallowa-Whitman National Forest

### **Contact Information**

Organization: Eastern Oregon Visitors Association

Contact: Alice Trindle, Executive Director

Address: 15477 Sky Ranch Lane, Haines, OR 97833 Ph: 541-856-3356 Fax: 541-856-3272

Email Address: [eova@eoni.com](mailto:eova@eoni.com)

Website Address: [www.visiteasternoregon.com](http://www.visiteasternoregon.com)

## **Marketing Goals & Tactics / Budget & Metrics**

In order to accomplish the mission outlined in the Hells Canyon Scenic Byway Corridor Management Plan, the Committee's Marketing Group will follow three primary goals:

1. To promote and market the visitor products and intrinsic values along Hells Canyon All American Road
2. To build and sustain the Hells Canyon Scenic Byway Committee, support a robust communication system – particularly in light of road repair activities on the FS 39 road, and maintain cooperative programs with Eastern Oregon Visitors Association
3. Represent the Byway with various local, regional, statewide, and national groups

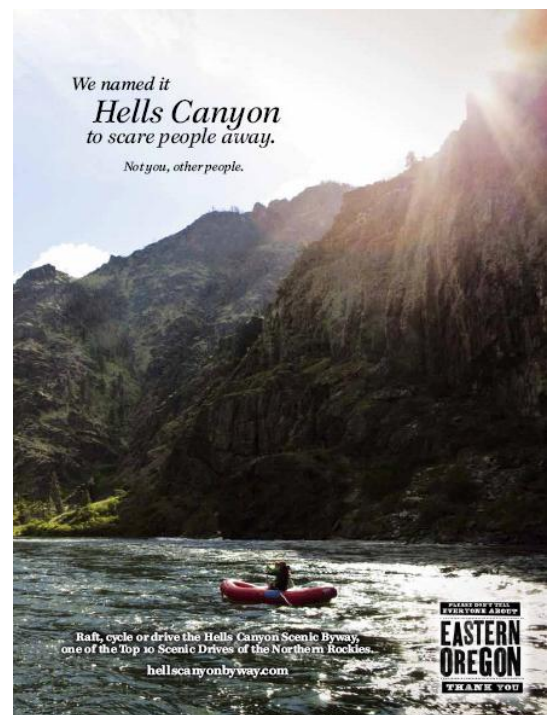
### **Program Area - Media Advertising:**

**Goal:** Develop an advertising message that clearly states that the byway is open and provides opportunities for stakeholders, suppliers, partners and businesses along the Byway to collectively advertise the visitor products of the Byway.

**Target Markets:** The plan will target: Empty Nesters, Soft Adventurers, Motorcyclists, Cultural Travelers, and International Travelers.

#### **Tactics:**

**1) Cooperatively purchase ad space in major regional magazine publications**, which reach our selected market segments and niches. Examples include: The Oregonian & OregonLive.com in which Hells Canyon Scenic Byway Committee will purchase ad space in the Eastern Oregon May spread, and then offer the opportunity to eastern Oregon and Byway suppliers to purchase smaller ad space within that spread, thus “buying down” the cost per ad for all those participating, and maximizing the impact of clustering ads.



## Program Area - Media Advertising:

**Rationale** –The Oregonian print and OregonLive.com digital publications have traditionally yielded higher number of requests for information, and have carried articles that generated increased interest.

**Target Audience** – Cyclists; Pacific NW; Active outdoor, sightseers, active seniors, people driving from the mid-west to the West Coast

**Key Partners** – Businesses along the Byway, Baker, Union, & Wallowa County DMOs, National Historic Oregon Trail Interpretive Center, tourism related suppliers & businesses.

**Measurement** - Primarily measured by the number of requests, and the number of unique visits on the website near ad run dates

**Budget: \$ 1,500** – HCSB Mktg Team; Individual ads sold by the Oregonian staff

### 2) Ad space purchase in Eastern Oregon Trip Planner (1/3 page)

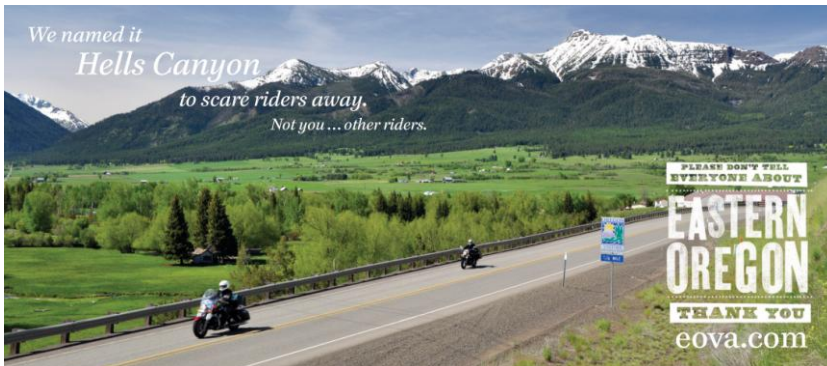
**Rationale** – The EO Trip Planner is the region’s primary lure and destination piece. It is the fulfillment piece to all of the regional advertising, distributed at all state Welcome Centers, all regional visitor centers, and through a cooperative program with Travel Oregon.

**Target Audience** – Pacific NW, and greater reach thru Travel Oregon.

**Key Partners** – Hells Canyon Marketing Group and suppliers along the route

**Measurement** – Number of Trip Planners distributed

**Budget: \$ 1,240** – HCSB Mktg. Team; Individual co-op ads sold by SagaCity Media



Visit  
**HELLS CANYON**

**Y**ou may experience Oregon's wilderness as you travel through the South Entrance of Hells Canyon. On your journey along the Hells Canyon Scenic Byway, your senses will awaken as you travel through natural landscapes that remain mostly undeveloped, undisturbed, and uncrowded, a place where the air is still fresh. Allow time to stop and find a treasure in locally owned businesses in Redbank, Hatfield and Pine Creek. Check out all the viewpoints for wildlife sightings and amazing scenic views. The outdoor recreation is limitless! Jet boat tours, fishing charters, white-water rafting, camping, hunting, hiking, and snowmobiling are all available.

<p><b>Bella Canyon BED &amp; BREAKFAST</b></p> <p>Charming, comfortable, affordable. We have a full breakfast. Dinner with drinks. Call for rates. Call for reservations. 503.325.4444</p>	<p><b>Quits Plus</b></p> <p>100% Hells Canyon products. 503.325.4444</p>
<p><b>PINE VALLEY LODGE</b></p> <p>Our rustic lodge is nestled in the heart of the Hells Canyon Scenic Byway. Call for rates. Call for reservations. 503.325.4444</p>	<p><b>THE ORIGINAL HELLS CANYON ADVENTURE SOUTH ENTRANCE</b></p> <p>Experience Hells Canyon. Your senses will awaken as you travel through natural landscapes that remain mostly undeveloped, undisturbed, and uncrowded, a place where the air is still fresh. Hells Canyon Scenic Byway. Call for rates. Call for reservations. 503.325.4444</p>
<p><b>HELLS CANYON WINTERVIEW VICTORIAN</b></p> <p>Experience winter in the heart of the Hells Canyon Scenic Byway. Call for rates. Call for reservations. 503.325.4444</p>	<p><b>WETFEET RETREAT</b></p> <p>Experience winter in the heart of the Hells Canyon Scenic Byway. Call for rates. Call for reservations. 503.325.4444</p>
<p><b>HELLS CANYON HILLSIDE BED &amp; BREAKFAST</b></p> <p>Experience winter in the heart of the Hells Canyon Scenic Byway. Call for rates. Call for reservations. 503.325.4444</p>	<p><b>CANYON OUTITTERS</b></p> <p>Experience winter in the heart of the Hells Canyon Scenic Byway. Call for rates. Call for reservations. 503.325.4444</p>

Baker County, Your Base Camp for Eastern Oregon Travel and Adventure  
www.basemapaker.com      www.facebook.com/basemapaker

For more information, visit [www.hellscanyonmarketing.com](http://www.hellscanyonmarketing.com) or [www.eova.com](http://www.eova.com)

### 3) American Road Magazine – Print and On-line

**Rationale & Target Audience:** American Road Magazine hits the Byway’s target market of empty nesters, cultural travelers, and outdoor enthusiasts of a slightly older demographic.

**Key Partners:** Hells Canyon Scenic Byway Marketing Group;

**Measurement:** Leads generated; Click through on digital ads

**Budget: \$1,700** – HCSB Mktg. Team

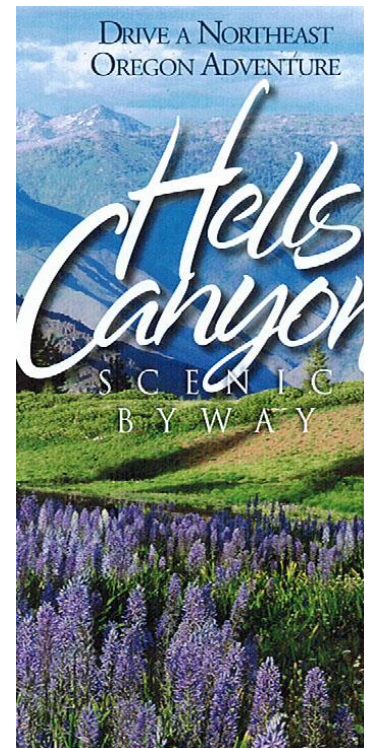
### 4) Wintercation

**Rationale & Target Audience:** In conjunction with Travel Oregon, EOVA will participate in the Wintercation promotion, developing a landing page for five winter activities, and generating click-thru traffic to this page and on to EOVA’s website. All five of the winter activities will be available along HCSB in the winter months.

**Key Partners:** HCSB Mktg. Team and RCMP funds

**Measurements:** Click-thrus to landing page and eova.com

**Budget: Total = \$3,500; HCSB Mktg Team = \$2,093**



## Program Area - Publications:

**Goal:** Develop, produce, and distribute a printed publication that acts as a "Lure" piece, to entice the visitor to choose the Byway for their vacation, and acts as a "Utility" piece, serving as an itinerary guide for places to go, interpretive sites at which to stop, and things to do along the route of the Byway.

### **Tactics: 1) Produce & distribute Hells Canyon Byway Brochure**

Rationale – With the nearing completion of all the sites designated in the Hells Canyon Scenic Byway Interpretive Plan, a new brochure / map will detail the sites, as well as act as a lure piece to entice visitors to choose the Byway as their destination.

Target Audience – Markets identified by Travel Oregon Digital Media, scenic byway travelers, and heritage/history/Oregon Trail interests, and 'Green' Travelers, & HCSB target market niches. (Empty Nesters, Soft Adventures, Motorcyclists, Cultural Travelers, International Travelers)

Key Partners – Hells Canyon Marketing Group, EOVA and FHWA

Measurement – Successful distribution of EOTrip Planners and brochures

**Budget: \$ 4,000**

### **2) Map Tear-Sheet**

Rationale – With the road repairs on FS 39 Road, it will be critical that visitor centers and businesses along the Byway have immediate access to up to date status reports, and visual materials to direct visitors all byway attractions and near-by attractions. A quick, handy, tablet-type map will be useful.

Target Audience – Visitors already in the region, stopping at visitor centers and businesses along the route

Key Partners – US Forest Service and businesses along the route

Measurement – Successful distribution

**Budget: Total - \$2,000**

### **3) Kiosk Maps**

Rationale – Larger maps, detailing the entire byway route and the portion of 39 Rd. under construction, along with detour and delay schedules, are important for placement at key portals. (i.e. Island City, Wallowa River Wayside, Joseph kiosk on Hwy 350, Hells Canyon info wayside near Halfway, and Baker City)

Target Audience – Visitors already in the region, stopping at interpretive sites & kiosks along the route

Key Partners – US Forest Service

Measurement – Successful distribution

**Budget: Total - \$ In-Kind**

### **4) Postcard insert via Travel Oregon**

Rationale – Place HCSB postcard with messaging that we are still open for business, but getting some road repairs, in about 4,000 requests for information through Travel Oregon, regarding scenic byways and eastern Oregon

Target Audience – People interested in scenic byways

Key Partners – HCSB Mkt. Team

Measurement – Successful distribution

**Budget: \$ 750**

### **5) Buttons & Byway Booster Decals**

Rationale – Engaging the front-line staff all along the byway will be critical in keeping the visitor informed and sharing the visitor with other near-by attractions and businesses. Creating a strong hospitality team, with easily recognizable identification as a Byway expert will be helpful.

Target Audience – Businesses along the byway

Key Partners – HCSB Mktg. Team and businesses

Measurement – Successful use and hospitality trainings in all byway communities

**Budget: Total - \$ 750**

## Program Area - Website & Interactive Marketing

### Tactics:

- 1) **Administration of HCSB Website, Blog, Facebook, and Flickr** – In cooperation with EOVA, Hells Canyon Scenic Byway has a website and social networking system to connect to the potential byway traveler through new social networking avenues, links to key associates, working extensively with Travel Oregon through their “Off the Beaten Freeway” promotions & website development, and the RideOregonRide website.

[www.hellscanyonbyway.com](http://www.hellscanyonbyway.com) will act as the primary, collective resource for road condition information.

Information will be gathered from USFS, the contractor, ODOT, and county road departments when applicable, to be posted on the site, and updated at least three-times weekly over the summer into fall months of 2014.

Rationale - The visitor, as well as the stakeholders need to have a ‘one-stop’ experience for on-line byway information, particularly road condition information. The website, combined with other social media applications allows for a robust communication system with the visitor and between stakeholders.

Target Audience - On-line viewers

Key Partners – Hells Canyon Marketing Group, EOVA, Top 10, USFS, Road Contractor, ODOT, stakeholders/businesses

Measurement – Number of unique visitors to the HCSB website; Various analytical tools

**Budget Totals Website & Interactive Marketing: \$ 2,000** HCSB Mktg. Team

## Program Area - Fulfillment:

**Goal:** To place printed information in the hands of potential visitors, and influence their travel decisions to choose the Byway as their destination. To deliver box shipments of Hells Canyon SB brochure.

### Tactics:

- 1) **Respond to requests for information and distribute printed materials in a timely manner** -

Rationale -The complexity of how the potential visitor is receiving information about travel opportunities is changing. Hells Canyon Scenic Byway Committee is continually analyzing how best to address the issue of getting information into the hands or on the screens of these potential visitors. With the ever-rising cost of producing printed materials, plus mailing and handling fees, the Committee is hoping to drive more visitors to the website to find the information. However, the group still feels there is a need for a “lure-type” and “on-site-piece” of printed material. (I.e. the Eastern Oregon Trip Planner & the Hells Canyon Scenic Byway brochure)

Target Audience – Respondents to EOVA and TO marketing efforts, Oregon State Welcome Center visitors, selected “Certified Display” location visitors, and local DMO visitor center stakeholders

Key Partners – We will again request monies from the Oregon Community Foundation – Historic Trails Fund to assist in the fulfillment program through EOVA.

Measurement – Number of copies distributed and respond to at least 10,000 requests for information

**Budget Totals for Fulfillment: \$ 2,350** – HCSB Mktg. Team

## Program Area – Public & Industry Relations:

**Goal:** To have the perspectives and tourism product of the Byway exposed and represented in the visitor industry marketing of Oregon, the Drive the Top 10 campaign, & nationally.

### Tactics:

- 1) **Attend key meetings and maintain membership in key industry organizations** -

Rationale – Hells Canyon National Scenic Byway has become not only the primary cohesive voice for tourism along the route, but also representing the rural-byway perspective at the state and national level for Oregon.

Target Audience – Travel Oregon programs Oregon State Parks meetings; Representation with Top 10 Drives conference calls and meetings

Key Partners – The key partners are also the target audience, plus awareness of varied government and industry individuals, groups, and agencies

Measurement – Attendance of meetings, calls, and webinars

## Program Area – Public & Industry Relations:

### 2) Story kit development and distribution, Video utilization, and purchase of photos –

Rationale – The need for quality story ideas, photos, and the potential for using the video developed in cooperation with Travel Oregon, ODOT, and Drive the Top 10 is ever increasing. The efforts of Travel Oregon & Top 10 to connect the media with the region and our byway product requires a system that allows for quick response, quality materials, and coordination with the suppliers.

Target Audience – Primarily the leads developed by Travel Oregon and through RideOregonRide; Editors and writers from the greater Pacific NW – with assistance from Travel Oregon, particularly targeting publications and blogs interested in cycling

Key Partners – Travel Oregon, local DMOs, regional photographers, and regional suppliers willing to participate in research/fam tour opportunities, and the Top 10 Drives

Measurement – Articles in publications & blogs, electronic, or video media, and inclusion of region in TO research/fam tour itineraries

## Draft Hells Canyon Scenic Byway Marketing Budget July 2014 – June

Action	Total Cost for HCSB	Size & No. of Inserts	Union County Chamber	Base Camp Baker	Wallowa County Chamber	Businesses along HCSB	NHOTIC	US Forest Service WWNF
<i>Hells Canyon SB</i>	<i>Mktg. Team</i>							
OregonLive	1500							
American Rd	1700	Various thru fall 2014						
Fulfillment	2350	7/13 thru 6/14						\$ 1,200
Wintercation	2093							
EO Trip Planner 2013	1240	1/3 Page						
Web Site/Social Media	\$ 2,000	Maintain						
Brochure	\$4,000	20,000						
Map Tear Sheet	\$2,000							
Kiosk Maps	In-Kind							In-Kind
Postcard	\$750							
Booster Materials	\$750							
<b>TOTAL Hells Canyon SB Mktg. Group</b>	<b>\$ 18,383</b>		<b>\$ 2,550</b> Requested/no commitment to date	<b>\$ 5,100</b> (Rec'd)	<b>\$ 5,100</b> (Rec'd)	<b>\$ 4,733</b>	<b>\$2,250</b> Pending Grant Appl.	<b>\$ 1,200</b> Pending Grant Appl.

**Hells Canyon Scenic Byway Marketing Team Contributions: Total without Union County = \$13,650**