



# **Upper Clearwater River Corridor**

## **Tourism Marketing Plan**

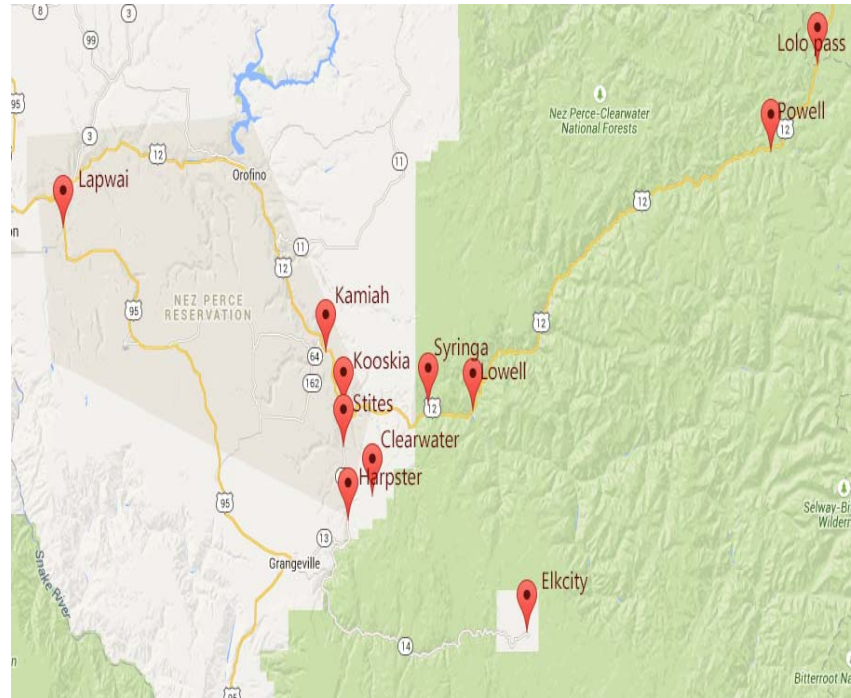
**2015**

## Upper Clearwater River Corridor Tourism Marketing Plan

### Introduction

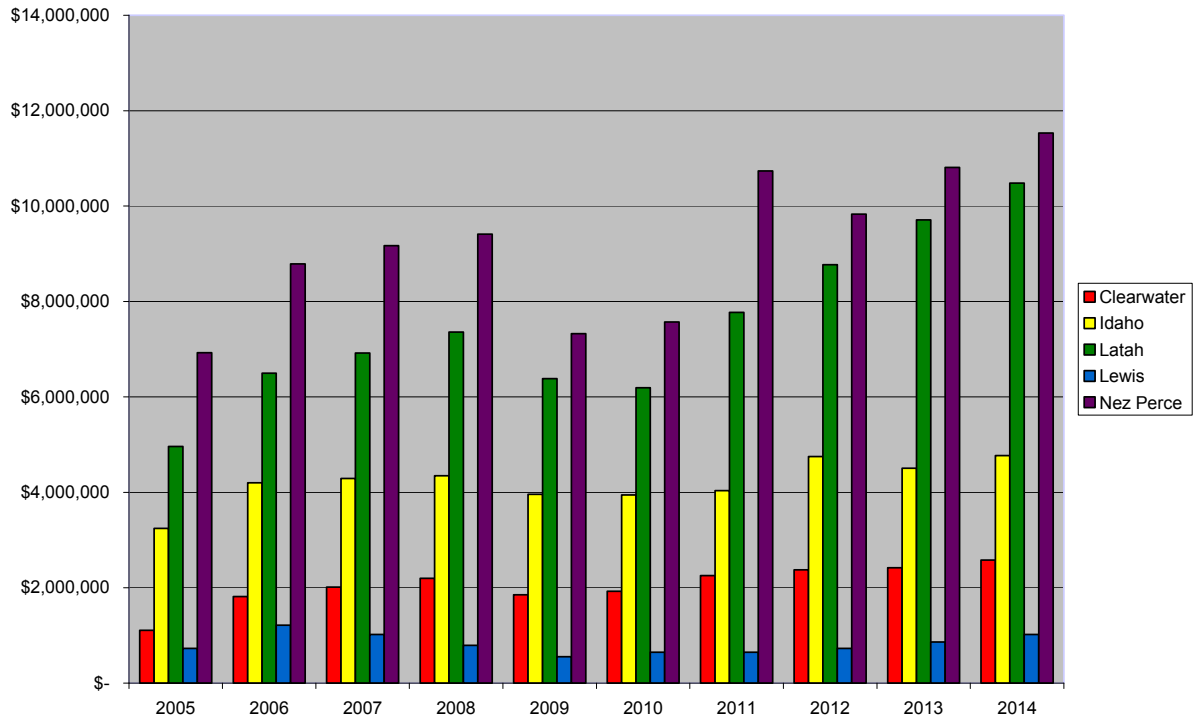
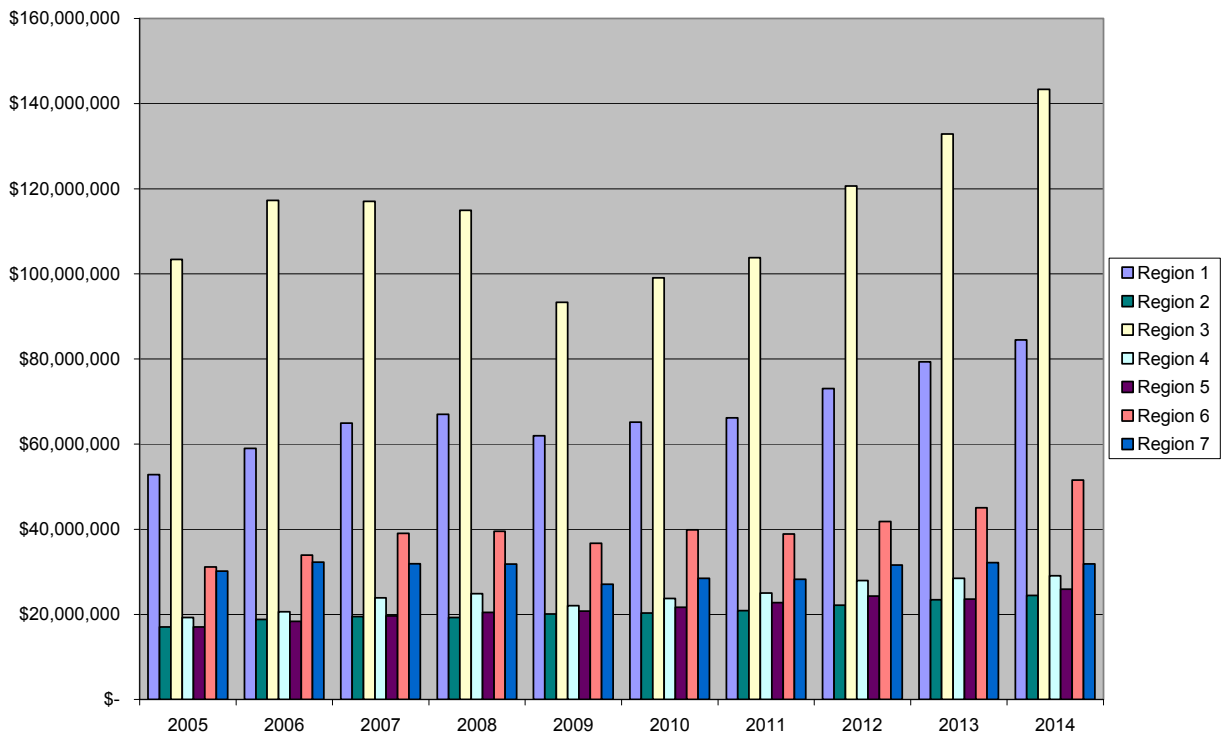
#### Vicinity

The Upper Clearwater River Corridor Tourism Marketing Plan encompasses a 150-mile stretch along Highway 12 from Kamiah to Lolo Pass; Highway 13 from Kooskia to Harpster; Highway 14 from Harpster to Elk City; and connects the Upriver and Downriver Nez Perce Reservation from Harpster to Lapwai. Tourism for the Upper Clearwater River Corridor is based on its small community enriched living style, varied ecosystems, rich natural resources, culture and heritage opportunities.



#### Lodging Trends

The Upper Clearwater River Corridor vicinity has continued to contribute to the success of Region 2's steady lodging tax revenues. While other regions within the state were adversely impacted with the economic downturn in 2009, Region 2 was one of two regions that generated an increase of lodging tax revenues. In the last nine years Region 2, including the Upper Clearwater River Corridor, has only suffered one year of decreased revenues, in 2010, with yearly increases the other years from 3%, in 2008, to 32%, in 2006. Within this vicinity this is attributed to the grass roots approach to promoting friends and family coming to visit, special interest "niche" group events, visitors staying an extra day, and/or returning visitors.

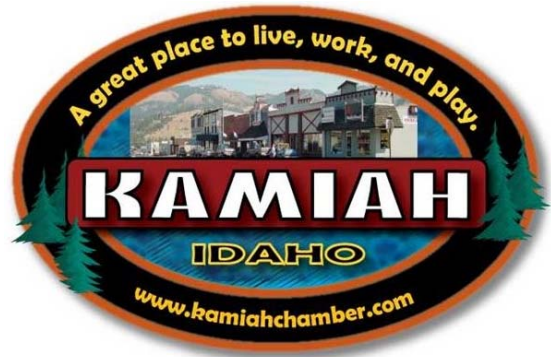
**Region 2 Lodging Tax 2005-2014****State Lodging Tax by Region 2005-2014**

## Section I. Past Campaigns

### *Family & Friends/Return Visitor Campaign:*

Creating a community brand, “Kamiah - A Great Place to Live, Work and Play”, and distributing a refrigerator magnet is one tourism mechanism that has found its way into countless visitor and prospective visitor homes driving them to the chamber website where they can find the annual event schedule, information about activities and attractions, and have access to a variety of publications about the area. This has proven to be a great tool to encourage return visitors and an easy

way for locals and visitors to share what we have to offer with their family and friends, further promoting others to travel here. It serves as a reminder of the great times they had while they were here and keeps the Upper Clearwater River Corridor vicinity in the forefront of their thoughts as they plan their next trip. Lewis & Clark Bicentennial survey friends and family visitors indicated that 73% would probably or definitely visit again.



*Day Trip Brochures Campaign:* The Kamiah Chamber of Commerce has taken the lead in developing, printing and making available for distribution nine information/day trip brochures.

“Top Ten Things to Do in Idaho’s Upper Clearwater Valley” highlights twenty-five different activities for visitors to enjoy while in the area.

The other eight brochures were developed in response to visitor inquiries at the Kamiah Welcome Center wanting to know what they could “do today” while visiting. “Sites and Attractions of the Kamiah Valley”, “Clearwater National Forest & Gold Rush Scenic Byway Day Trip”, “Discover the Public Art of Kamiah”, “Historic School House Field Trip”, “Historic Schoolhouse Supplemental Maps”, “Lewis and Clark Birder’s Guide to Kamiah, Idaho and Surrounding Areas”, “Float Trips of the Clearwater River: Kooskia to Greer”, and “Float Trips of the Middle Fork River: Lowell to Kooskia” have proven to be very popular and since July 2014 over 2000 copies have been printed and distributed as well as being available electronically thorough the chamber website.

The City of Lapwai, “Valley of the Butterflies” and “Land or Place of the Butterfly”, has undertaken the development of a community brochure highlighting one of Idaho’s most historic regions, to be available in print and electronically by summer 2015. Lewis & Clark Bicentennial survey results indicated that 40% of visitors listed brochures as one of the two most important sources of information while on the road; and 57% reported altering their travel plans due to a brochure that was picked up along the way.



*Special Interest “Niche” Group Welcome Campaign:* Communities and businesses within the region have made hunters and fishermen welcome for years. Taking note of this success they have now began to carefully groom niche groups to encourage them to visit our region and then extending a warm welcome when they come. Highways 12 & 13 provide access to the Upper Clearwater River Corridor and as part of the Northwest Passage Scenic Byway, designated as an All-American Road, are one of the premium motorcycle and RV travel routes in the nation. Specialized advertising targets both of these modes of travel. As a result an increased number of niche groups are returning and they are sharing their positive experiences with their peers and counterparts. Annual bluegrass festivals, Powwows, community events, returning and additional motorcycle and car shows within the vicinity support the success of this campaign. One music festival now happens annually; one car show is now two; and one motorcycle rally has lead to several annual pilgrimages, of different varieties (i.e. Gold Wing, off-road, Faith-Based), within the region. Lewis & Clark Bicentennial survey travelers indicated that 67% would “definitely” (44%), or “probably” (23%) return.



## Section II. Tourism and Recreation Goals & Objectives

Upper Clearwater River Corridor region tourism and recreation *goals* are:



development that enhances the unique image.

- Attract travelers who seek to enjoy and sustain un-crowded, pristine natural places for outdoor recreation, and to learn about the region’s history and culture.
- Local, state, federal and tribal agencies, private businesses, and rural communities work together strategically to address tourist and recreation challenges and opportunities.
- Preserve its strong image as a place that values the uniqueness of its nature, history, culture, and communities by encouraging

Upper Clearwater River Corridor region tourism and recreation *objectives* are:

- Increase the image and visibility of the region among targeted traveler markets.
- Increase visitor length of stay and overall spending within the region.
- Increase visits during the fall, winter and spring seasons.
- Attract visitors who value the region's unique resources, and understand how to enjoy them without degrading them.



### Section III. Strengths, Weaknesses, Opportunities, and Threats

Below is a summary of the Upper Clearwater River Corridor region strengths, weaknesses, opportunities and threats (SWOT) related to tourism and recreation development.

#### *Strengths:*

- Has world class natural and recreation attractions (Clearwater, Selway and Lochsa Rivers, two national forests, three wilderness areas, three national wild and scenic rivers), along with historic and cultural attractions of national significance (Nez Perce Historic Trail, Nez Perce National Historical Park).
- Rich in culture and heritage (NiMiiPuu People or the Nez Perce Tribe, Fort Lapwai, Pioneer Schoolhouses, Lewis & Clark Corps of Discovery, historic churches, lumber mills & mining).
- Northwest Passage All-American Road and other scenic/historic/backcountry byways in the region attract travelers and link communities.
- Four season climate and diverse topography provide a wide variety of experiences and outdoor recreation opportunities.
- High quality natural resources; clean water/air, pristine forest lands, etc.
- Offers year-round cultural, sporting, recreational and community events for visitor participation and enjoyment.



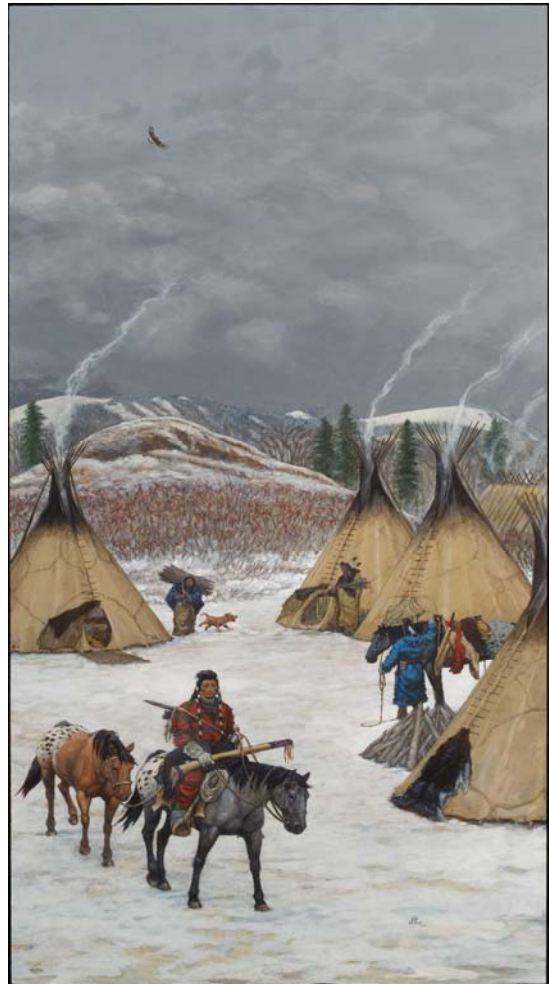
- Communities offer friendly, locally-owned businesses, downtown historic districts, unique artisans and craftsmen, and a safe environment for visitors.
- High level of community commitment and volunteerism
- There is a variety of entertainment options: casinos, powwows, rodeos, etc.

### *Weaknesses*



- Many residents and visitors still lack sensitivity to Nez Perce culture, history, important sites and values.
- Tourism seasonality and increasing energy costs create challenges for staffing, funding, and management of facilities/attractions.
- Gaps exist in tourist-oriented services and products (i.e. cultural tours, dining, visitor centers)
- Limited fine dining establishments.
- Urban interface is encroaching on agricultural/ranching and forest lands and shifting use from public to private.
- Infrastructure for tourism business development is lacking or aged in some areas.
- Increased levels of tourism create the need for more intensive management to balance sustainable use of natural/cultural resources.
- Workforce training is needed to meet hospitality services needs.
- Non-livable wage jobs create stress on families.
- Local governments lack adequate funding and funding opportunities to provide basic services and good planning to support tourism.

- Limited public transportation options (i.e. airport is several miles away, one public transportation system that doesn't serve entire region).
- Region lacks a well-known and cohesive image or brand.
- Communication connectivity gaps and/or absence of service (i.e. cell phones, wifi, etc.).
- Lack of motel/hotel accommodations.
- Limited resources require that marketing strategies be highly targeted and effective.





- Funding for highway improvements with declining fuel taxes.
- Dated tourism demographics and visitor profile information

### Opportunities

Idaho Sawtooth Bluegrass Association

## 7TH ANNUAL SPRING JAM

**May 18-19-20, 2012**  
At Lewis-Clark Resort in Kamiah, Idaho




**Will Williams & Gravel Road**  
**Mike and Tari Conroy Band**  
**Hotwire**  
**Tradition**  
**Down State Ramblers**  
**Higher Ground**  
**Foggy Mountain Girls**  
**Kids In Bluegrass**

### Schedule of Events

**Thursday, 17th**  
6:00 PM Pot Luck Dinner at Will & Gail Williams RV

**Friday, 18th**  
Open Jam, all Day and into the night  
Open MIC Friday evening

**Saturday, 19th**  
Annual ISBA General Membership Meeting.  
Instrument Workshops  
Open Jam all afternoon  
**Free Performance Of Bluegrass Bands**  
Jam - Until we pass out or our fingers fall off, which ever happens first.

**Sunday, 20th**  
Open MIC Bluegrass Gospel. Sign in/w Raynae Redman

**Open To All**  
ISBA Booth  
T-Shirts, CDs  
Annual ISBA Meeting  
Free Instrument Workshops  
Food / Craft Vendors




Cafe, Motel, Full & Partial Hook-up RV spots, dry camping & Tent Spaces available.  
CALL for reservations now while available.  
For RV/Motel reservations call 208-935-2556  
For more information - Email [lcresort@lewisclarkresort.com](mailto:lcresort@lewisclarkresort.com)

**For Information - [www.idahosawtoothbluegrass.org](http://www.idahosawtoothbluegrass.org)**

## 3 Glorious Days of Bluegrass

**LOTS OF JAMMING**



- Tourism brings infusion of new dollars; helps improve quality of life for local residents.
- Collaboration between communities, agencies and the Nez Perce Tribe.
- Link to regional and state tourism efforts.
- Artisan/craftsmen, folk skill, recreation tourism businesses.
- Tourists are interested in Nez Perce Tribal culture, other local history.
- Cultural performances and events.
- Special interest group promotions.
- Promote alternative overnight stay accommodations.
- Encourage alternative of modes of transportation to access region (i.e. RV's, motorcycles, bicycling)
- Upgrade infrastructures and beautification.
- New technologies and funding for rural broadband upgrades.
- A regional initiative to support increased air service at Nez Perce County airport could greatly improve accessibility for tourism.
- Hospitality training to encourage better visitor experience and longer stays.
- Survey to establish new recreation and tourism demographic, visitor profile, and target markets.

### Threats

- Lack of funding for adequate tourism marketing message development.
- Inability to develop a united/consistent message or image for the region.
- Continuing wage stagnation in tourism jobs with no benefits, which increases income divisions and stress on families as cost of living increases.



- To much growth, overdevelopment.
- New development threatens region uniqueness.
- Erosion of sensitive cultural areas.
- Degradation of fish & wildlife and other resources.
- Lack of communication/collaboration.
- Limited options for local revenue generation from tourism.
- Conflicts between user groups of natural resources.
- Trail restrictions on federal lands are shifting use to private and state lands.
- Federal funding for management and maintenance of recreation is declining, while demand for recreation is increasing.
- Policy makers from urban areas.

## **Section IV. Regional Profile**

Features the Upper Clearwater River Corridor region offers to visitors include:

### **LODGING - Hotel, Motel, Bed & Breakfast, Cabin, RV & Campground**

Apgar Campground  
Blakerby Picnic Area  
Bridge Creek Campground  
Castle Creek Campground  
Clearwater 12 Motel  
Crooked River Campground  
Ditch Creek Campground  
Elk City Hotel/Motel  
Glade Creek Campground  
Halfway House Campground  
Harpster RV Park  
Hearthstone Lodge on the River  
Idaho Sportman Lodge  
Kamiah Inn Motel  
Kamiah-Clearwater River KOA Campground  
Knife Edge Campground  
Lewis & Clark Trail Cabin  
Lochsa Lodge  
Lolo Creek Campground  
Long Camp RV Park - Good Sams  
McAllister Picnic Area  
Meadow Creek Campground  
Mud Springs Campground

### **RESTAURANTS/BARS**

China Café  
Co-Op Deli  
Donald's Family Dining  
Drover's Run at Jacques Spur  
Elk City Saloon & Café  
Elk Creek Station & Café  
Hearthstone Bakery  
Higher Grounds Espresso  
Hub Bar & Grill  
In Season  
Jim's Saloon  
Kamiah Hotel Bar & Grill  
Kernals Ice Cream  
Kooskia Café  
Palenque's Mexican Restaurant  
Pi-Nee-Waus Cafe  
Pizza Factory  
P.K.'s Place  
Rack & Reel Café  
Selway Bar  
South Fork Café  
Uncle Bill's Hawaiian Home Style Cooking  
Qemus -IT'SE-YE-YE Casino

Newsome Campground  
 Powell Campground  
 Prospector Cabins  
 Quilt House Bed & Breakfast  
 Red River Corrals & Cabins  
 Reflections Inn  
 Riverdance Lodge  
 River Junction RV Park  
 Ryan's Wilderness Inn  
 Southfork River Ranch  
 Three Devils Campground  
 Tulrytespe' Campground  
 Wendover Campground  
 Whitehouse Campground  
 Wild Goose Campground

### **RETAIL SHOPS**

Clearwater Builders  
 Cougar Inn  
 Creative Spirit  
 Elk City Hotel & Gift  
 Elk Creek Station  
 Elk City Store  
 Graves Green Thumb Nursery & Thrift Store  
 Hawkeye Building Supply  
 Hotooto  
 Jacobs Lumber  
 Kamiah Flower Shoppe  
 Kamiah True Value Hardware  
 Lynn's Resale & Consignment  
 Loving Hands  
 Lochsa Lodge  
 Moccasin Flats  
 Purple Feather Smoke Shop  
 Roxanne Card & Gift Shop  
 Threads Northwest

### **OTHER AMENITIES -**

#### **Groceries**

Clonginger's Harvest Food

### **ATTRACTIONS/EVENTS**

1st Indian Presbyterian Church  
 All American Road  
 ATV Trails  
 Battle Ridge By-Way  
 Bird Watching  
 Chief Looking Glass Pow Wow  
 Chief Looking Glass Village Site  
 Colgate Licks National Recreation Trail  
 Craftsmen Architecture  
 Cross Country & Country Skiing  
 CVRA Rodeo & Parade  
 DeVoto Memorial Grove  
 Elk City - Selway Falls  
 Elk City Wagon Rd Day  
 Elk City Wagon Rd Tour  
 Elk City Wagon Road  
 Elk Summit Look-out  
 Fishing  
 Gold Rush By-Ways  
 Gold Rush Mining Loop Tour  
 Gold Wing Motorcycle Club Parade  
 Heart of the Monster  
 Hiking & Nature Trails  
 Historic Lolo Trail  
 Horseback Riding  
 Huckleberry Picking  
 Hunting  
 Hwy 64 Overlook  
 ISBA Spring Jam Bluegrass Festival  
 Jerry Johnson & Weir Hot Springs  
 Kamiah Free BBQ  
 Kamiah Public Swimming Pool  
 Kamiah Valley Museum  
 Kamiah Welcome Center  
 Kooskia National Fish Hatchery  
 Kooskia to Greer Float Trip (unguided)  
 Lapwai Days  
 Lapwai Earth Day  
 Lewis & Clark Hiking Trail  
 Lolo Motorway

Elk City Store  
 Stites Grocery  
 Valley Foods  
 Valley Market

### **Auto Repair/Parts**

Kamiah Auto Repair  
 NAPA Auto & Truck Parts  
 NAPA Auto Parts  
 Perfection tire & Auto Repair

### **Fuel/Convenience**

Cloninger's Sinclair  
 Cougar Canyon  
 Dale & Jill's Sporting Goods  
 Elk Creek Station  
 Harpster RV Park  
 Pitstop - Texaco & Chevron  
 Sunset Mart  
 The Station - Conoco  
 Three Rivers Resort  
 Tom Cats  
 Valley Gas

### **Visitor Information/Wi-Fi**

Kamiah Welcome Center

### **Propane**

Dale & Jill's Sporting Goods  
 Elk Creek Station  
 Harpster RV Park  
 Perfection Tire  
 The Station - Conoco  
 Tom Cat's

### **Banking**

Umpqua Bank  
 Wells Fargo Bank  
 Kamiah Community Credit Union

Long Camp Classics on the Clearwater  
 Lowell to Kooskia Float Trip (unguided)  
 Magruder Corridor  
 Main Street Car Rally  
 Mat'Almya Root Festival & Pow Wow  
 McBeth House  
 Mountain Biking  
 Newsome Creek Mining  
 Nez Perce War - Battle Site  
 Northwest Passage Scenic Byway  
 Off-Road Motorcycling  
 Overhanging Rock  
 Pioneer Schools of Idaho & Lewis Counties  
 Plant Gathering  
 Prospecting  
 Public Art  
 ROW  
 Selway Falls-Selway River Corridor  
 Selway-Bitterroot Wilderness  
 Snowmobiling  
 The Buffalo Pit - Mining  
 Three River Rafting  
 Wagon Rd Museum  
 Wild & Scenic Lochsa River  
 Wildlife Photography  
 Woodland Rd.

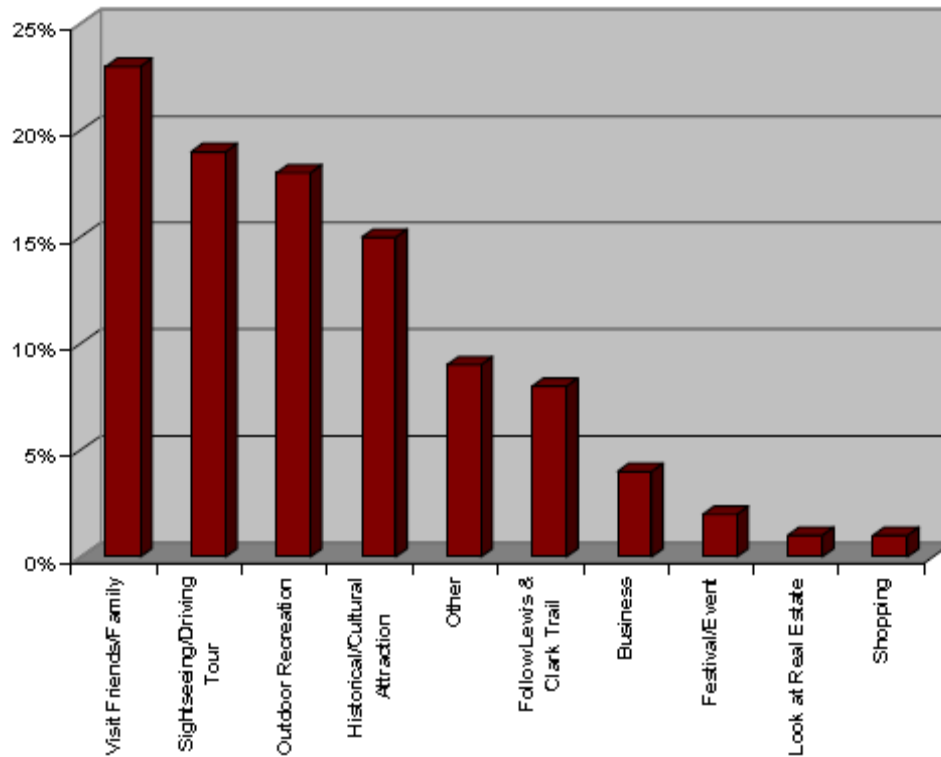
### **PARKS**

DuPont Park  
 Elk City Park & Veterans Memorial  
 Fenn Ranger Station  
 Heart of the Monster  
 Kamiah City Park & Nature Trail  
 Kooskia City Park  
 Kooskia National Fish Hatchery  
 Lapwai City Park  
 Lochsa Historic Ranger Station  
 Lolo Pass Visitor Center  
 Nezperce Historical Park  
 Pine Ridge Park  
 Stites City Park



## Section V. Current Market Trends/Visitor Profile

The last visitor profile study for this region, which included the Upper Clearwater River Corridor region, was the North Central Idaho Visitor Profile, 2005 conducted during the Lewis & Clark Bicentennial. The 6,836 travelers surveyed identified eight traveler segments, and their characteristics, are listed below. These travelers include weekend getaway travelers (relaxation, romance, rustic retreat, events, etc.), groups (conferences, meetings, retreats, tours, rallies, religious retreats, etc.), families, and destination visitors.



Primary Reason for Visiting the Region

(Source: NCITA Visitor Survey Report, 2005)

### Travelers Visiting Friends & Relatives (22% of sample)

- 57% female
- \$71,109 average income
- 45.8 average age
- Traveling with an average of 3.3 people
- 13% day travelers
- 49% overnight
- 38% passing-through
- Staying an average of 4.4 nights
- 45% staying with friends or family
- Other activities: sightseeing, visiting historic site/museum, wildlife viewing
- 45% will participate in a Lewis & Clark activity
- 21.6% from ID; 16.8% WA; 10% CA; 5.7% MT; 6.7% OR

**Scenic Driving Travelers (19% of survey sample)**

- Close male/female split
- \$78,550 average income
- 53.2 average age
- Traveling with an average of 2.8 people
- 15% day travelers
- 37% overnight
- 48% passing-through
- Staying an average of 3.0 nights
- 48% staying in a hotel or motel
- Other activities: visiting a historic site, visiting a museum, wildlife viewing, camping
- 14.7% from ID; 17% WA; 10.5% CA; 8.4% MT; 6.8% OR

**Outdoor Recreation Travelers (17% of survey sample)**

- 53% male
- \$74,914 average income
- 42.1 average age
- Traveling with an average of 3.8 people
- 17% day travelers
- 64% overnight travelers
- 19% passing-through travelers
- Staying an average of 4 nights
- 35% tent camping; 28% hotel or motel
- Other activities: sightseeing, visiting historic site/museum, wildlife viewing, camping, hiking, fishing, boating/water sports, rafting/kayaking
- 31.9% from ID; 21.6% WA; 6.2% CA; 10.7% MT; 4.5% OR

**Heritage & Cultural Travelers (15% of survey sample)**

- Close male/female split
- \$75,661 average income
- 50.9 average age
- Traveling with an average of 3.3 people
- 31% day travelers
- 41% overnight
- 28% passing-through
- Staying an average of 3.5 nights
- 41% staying in a hotel/motel; 27% in an RV
- Other activities: sightseeing, wildlife viewing, Lewis & Clark
- 73% participated in a Lewis & Clark activity
- 25.9% from ID; 16.9% WA; 8.5% CA; 7.4% MT; 5.7% OR

**Lewis & Clark Trail Travelers (8% of survey sample)**

- Close male/female split
- \$83,693 average income
- 55.2 average age
- Traveling with an average of 3 people
- 7% day travelers
- 51% overnight
- 42% passing-through
- Staying an average of 3.4 nights
- 38% staying in a hotel/motel; 27% RV
- Other activities: sightseeing, visiting historic site/museum, wildlife viewing, camping, hiking (subset of Heritage & Cultural Travelers)
- 9.4% from ID; 9.9% WA; 9.6% CA; 3.6% MT; 6.8% OR

**Business Travelers (4% of survey sample)**

- 65% male
- \$75,453 average income
- 41.8 average age
- Traveling with an average of 2.7 people
- 22% day travelers
- 49% overnight
- 29% passing-through
- Staying an average of 3.8 nights
- 66% staying in a hotel or motel
- Other activities: sightseeing, visiting historic site/museum, wildlife viewing
- 32% will participate in a Lewis & Clark activity
- 34.4% from ID; 20.2% WA; 5.7% CA; 7.3% MT; 6.5% OR

**Festival & Event Travelers (2% of survey sample)**

- 56% male
- \$71,691 average income
- 44.3 average age
- Traveling with an average of 3.5 people
- 20% day travelers
- 44% overnight
- 37% passing-through
- Staying an average of 3.7 nights
- 43% staying in a hotel or motel
- Other activities: sightseeing, visiting historic site/museum, wildlife viewing, camping
- 34.9% from ID; 17.8% WA; 8.5% CA; 5.4% MT; 5.4% OR



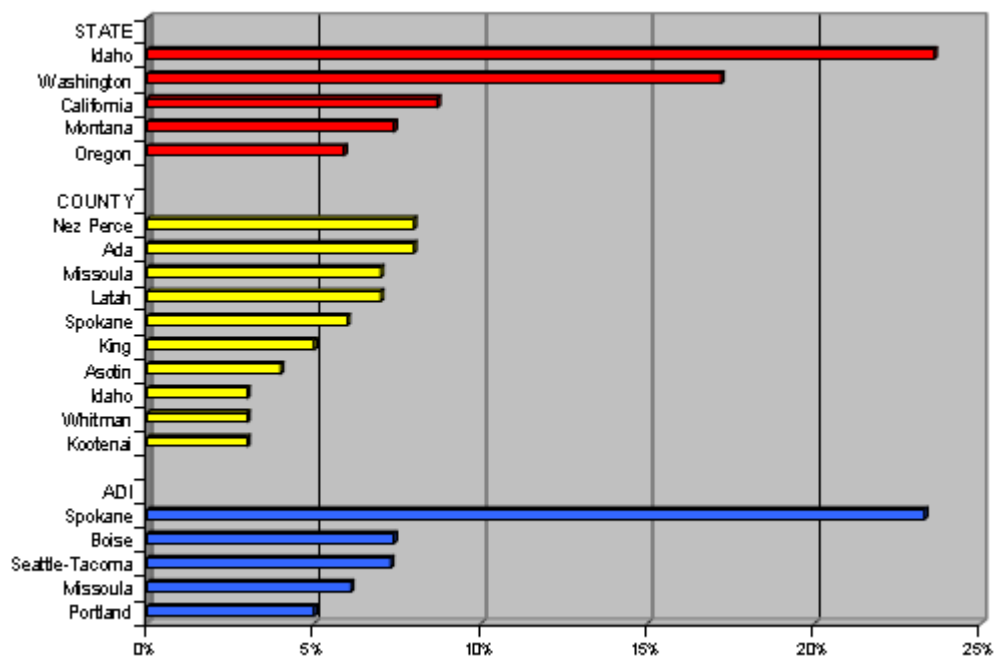
### Shopping Travelers (.5% of survey sample)

- 53% male
- \$92,500 average income
- 32.9 average age
- Traveling with an average of 4.3 people
- 29% day travelers
- 42% overnight travelers
- 29% passing-through travelers
- Staying an average of 4.8 nights
- 25% staying in a hotel or motel
- Other activities have or will participate in include visiting a museum, camping
- 45.9% from ID; 16.2% WA; 2.7% CA; 2.7% MT; 2.7% OR

## Section VI. Target Markets

Capturing the Upper Clearwater River Corridor region's best assets, attributes and characteristics to showcase the essence of possible experiences within the region sets the stage to target the above listed travelers in their unique niche markets.

### Geographic Targets



Geographic Origin, State & County of Origin, ADI

(Source: NCITA Visitor Survey Report, 2005)

Nearly 2 million people live within a 3 hour drive of north central Idaho, and nearly 12 million live within a 6-8 hour drive (or 1 hour flight). Primary geographic target markets for the Upper Clearwater River Corridor region are the surrounding regions and states, plus California.

Secondary targets include British Columbia, Alberta, and the Midwest; and tertiary markets include Europe, particularly the U.K. and Germany. The Upper Clearwater River Corridor is located within three to four hours drive time to four large metropolitan areas. Boise and surrounding counties to the south contain a population of 650,000, while to the north, including Spokane County in Washington State, there are 725,000 people. Together, and including Tri Cities to the West and Missoula to the East, the population reaches 2 million people within a short drive's time. The wealth of this regions features and benefits make this area a prime choice for weekend getaways. Taking a longer drive of six to eight hours, either west to the Seattle or Portland markets, including central eastern Washington counties; or east to the Salt Lake City area there are almost 10 million residents. All together in any direction within eight hours, almost 12 million people can be reached, providing excellent opportunities to maximize publicity and paid advertising efforts.

### Demographic Targets



*Geotourists:* travelers who appreciate and sustain the geographical character of the place being visited – its environment, culture, aesthetics, heritage, and the well being of its residents. These travelers are interested in nature, cultural, and heritage attractions, seeking to learn about other places and cultures while preserving their character and integrity. About 55 million U.S. travelers are classified as geotourists. A close relative of geotourism is ecotourism, which includes eco-travel networks, green tourism, eco-volunteering trips, active sports trip programming, and environmentally responsible tourism. These environmentally conscious travelers are among the fastest growing travel trends. Both geotourists and ecotourists will pay more to use companies and visit destinations that practice environmental stewardship.

### Media Targets

The Upper Clearwater River Corridor has unlimited starry nights, smog-free days, unhurried roads, and un-crowded scenery which each become a story to write and publicize in print and online format in urban home and garden domestics, vacation planners, camping, RVing, outdoor recreation and family magazines, especially targeting young families seeking affordable vacations, and geotourists. The Clearwater River, a Wild and Scenic Corridor, is the backdrop for an area teeming with outdoor adventure.



Vacationers can experience high level whitewater rapids by raft or kayak on three significant rivers; a leisurely float on the Clearwater after spring thaw; hike, horseback or ATV ride on countless trails; fish in a myriad of rivers and creeks; hunt game of a variety of species and sizes,

take a bicycle or motorcycle drive on or off-road; or scoot across the landscape on an ATV during three seasons and/or snowmobile in the fourth. These high adventure assets beckon publicity opportunities in all outdoor adventure publications and online formats, including recreation associations, organizations and clubs, targeting Generation X-ers, Baby Boomers, families and Geotourists. A complement to the assets and activities for outdoor recreationist travelers is the fact that the region's landscape is dotted with historical museums, ranger stations, rural communities, towns and sites, inviting families, educators, geotourists, heritage/ cultural travelers, and scenic drivers, to explore, learn and enjoy these enriching places.

Potential media targets to promote the region by linking identified assets to specific media and publicity opportunities are:

Adventure sports	Historical Preservation
ATV associations/clubs	History and Culture
Automobile clubs/associations	Home and Garden
Bed and Breakfast groups	Motorcycle association/clubs
Boat builders	Mountaineering
Boating	Organic farming
Cycling	Outdoor Recreation
Educators	Photography, amateur
Entrepreneurship	Rafting
Extreme Sports	RV-ing
Family	Skiing
Farm and Ranch	Snowmobiling
Fishing	Tour operators
Golf	Vacation planning
Hiking	Walking clubs/associations

## **Section VII. Marketing Strategies**

Marketing strategies toward accomplishing the Upper Clearwater River Corridor region tourism and recreation goals and objectives are:

- Public Relations & Recreation/Tourism Information
- Market Research
- Advertising – Print, Visual/Broadcast & Social Media
- Website & Social Media Presence
- State Events, Cultural & Other Co-Operative Participation



**Section VIII. Marketing Initiatives & Timeline**

<b>Strategy</b>	<b>Initiative</b>	<b>Timeline</b>
Public Relations & Recreation/Tourism Information:	Continue to staff Kamiah Welcome Center Monday - Saturdays, 10:00 AM - 2:00 PM to respond to visitor in person, by telephone and/or email inquiries.	On-going
	Continue to make print tourism information available to businesses within region for them to distribute. Keep key locations stocked with information.	On-going
	Continue to mail tourism packets in response to visitor telephone and email requests.	On-going
	Design, purchase and install sign at Lapwai City Hall to alert visitors that "Visitor Information Available Here".	October, November 2015
	Create and distribute Tourism Information Packet Envelopes with print visitor information for regional "niche" market events (motorcycle rallies, car shows, music festivals, etc.) and electronically through website for perspective visitors to print on their own.	As needed for events, On-going for electronic
	Continue to print and distribute Kamiah Chamber Website Refrigerator Magnets to include in mailed tourism packets, event packets, to hand out at Welcome Center, during regional and state trainings and conferences.	On-going, as demand warrants
	Continue to print and distribute Lapwai Brochure	On-going, as demand warrants
	Develop, print & distribute Visitor Coupon Book through event packets and electronically through website	Annually, beginning January 2016
	Develop, print and distribute three (3) Motorcycle Loop Day Trip Brochures	March 2016, on-going as demand warrants
	Research, map, develop, print and distribute ATV Trails (Greater Kooskia to Elk City) Brochure	October 2015, on-going as demand warrants

Strategy		Initiative	Timeline
Public Relations & Recreation/Tourism Information, cont:		Develop, print and distribute Mountain Bike Rides Day Trip Brochure	March 2016, on-going as demand warrants
		Continue to print and distribute all day trip and visitor information brochures published in-house (i.e. Site & Attractions, Float Trips, Pioneer Schoolhouse, Photography Spots, Public Art, Clearwater Forest, etc.)	On-going, as demand warrants
		Advertise for, interview and contract Feature Writer to write and publish (print and social media) special interest pieces highlighting region attractions, events, etc.	July 2016, on-going quarterly at minimum
Market Research:		Advertise, interview, and contract for independent Evaluator for Upper Clearwater River Corridor Visitor Survey development, implementation, dissemination & reporting	October 2015
		Subscribe to Survey Monkey	January 2016
		Conduct Upper Clearwater River Corridor Visitor Survey	January - December 2016
		Complete survey evaluation and reporting	January 2017
		Evaluate survey results to determine updated visitor profile, demographics & target markets	February 2017
Advertising:	Print	Design and place ad(s) in Northern Rockies Rider - Top Tours Travel Magazine	October 2015
		Design and place ad(s) in NCITA Discover Guide	December 2015
		Design and place ad(s) in "Motorcycling Idaho" Rider's Resource Directory	November 2015
		Design and place ad(s) in RV Idaho - Official Campground Directory	October 2016
	Visual/Broadcast	Develop & Produce "Visit Upper Clearwater River Corridor" Promotional Video	October 2016
	Social Media	Advertise through Trip Advisor	October 2016, on-going monthly

Strategy	Initiative	Timeline
Website & Social Media Presence	Redesign website - Greater Kooskia	January 2016
	Continue website hosting, technical maintenance & content update - Kamiah	On-going
	Continue website hosting, technical maintenance & content update - Greater Kooskia	On-going
	Lapwai tourism website content development, design and start-up	January 2017
	Begin website hosting, technical maintenance & content update - Lapwai	On-going, January 2017
	Continuing contract for Social Media Contractor - Kamiah	On-going, annually
	Continuing contract for Social Media Contractor - Greater Kooskia	On-going, annually
	Advertise and contract for Social Media Contractor – Lapwai	October 2016, on-going annually
	Continue Wi-Fi Hotspot and satellite computer access at Kamiah Welcome Center	On-going
	Develop Wi-Fi Hotspot in Greater Kooskia & Lapwai	October 2016
State Events, Cultural & Other Co-Operatives:	Attend ITC Grant Summit	TBD
	Attend ICORT and present ITC grant application	May 2016
	Attend other professional development trainings	As available
	Participate in other regional & state networking opportunities	As available