



Developing
LONG-DISTANCE
Mountain Bike Routes

Limberlost

   @limberlostco



BIKEPACKING ?

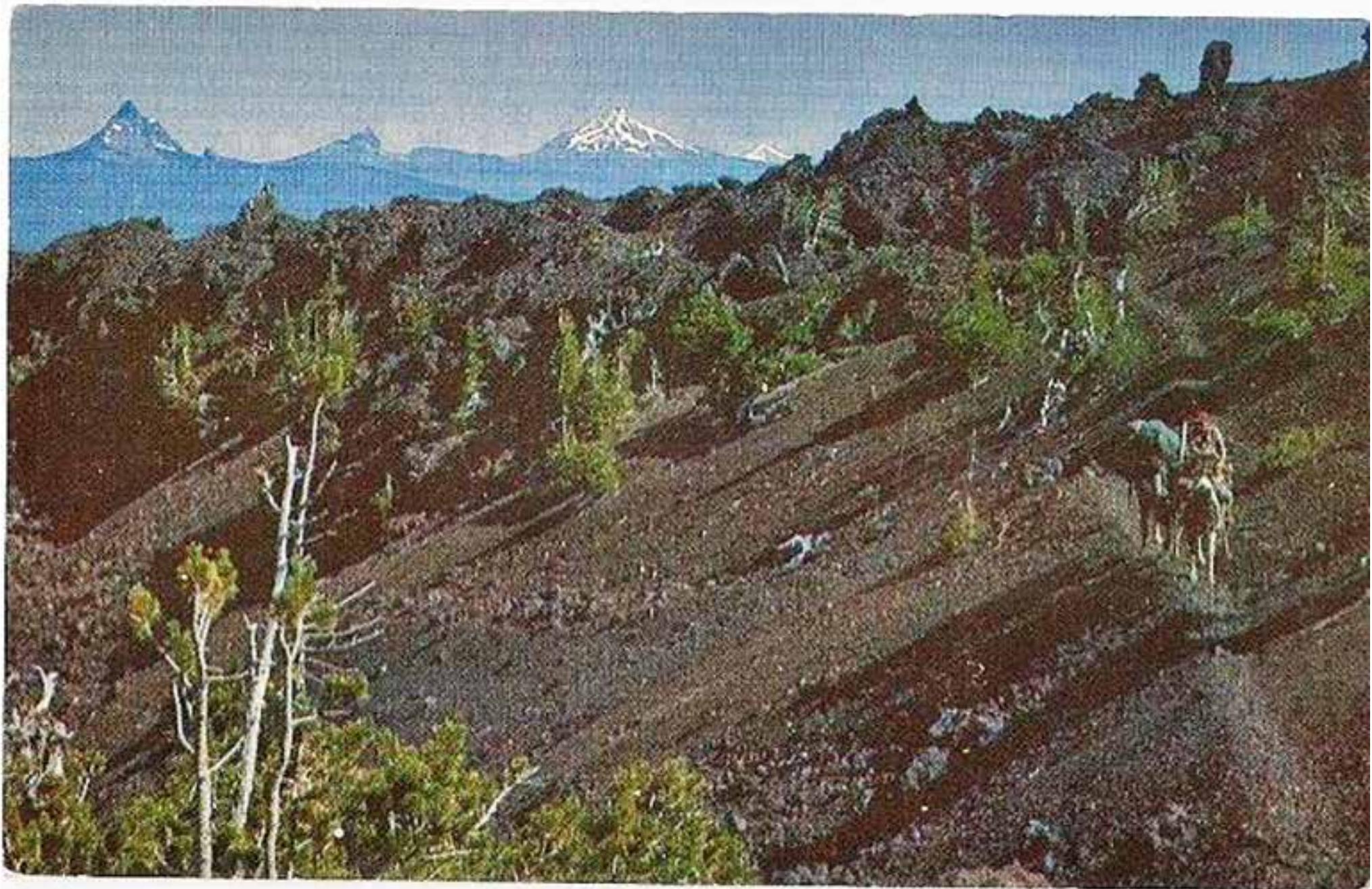






PHOTO #43

10



PIRELLI

PERCENT

Vee Rubber

ROLL VARIANT

PDX

GET RAD TALKING





White helmet

Orange saddle

Jocey Gaudi

K

DREADWINNER

MOREBI

Continental X KING 25

Continental X KING 25











SOUGHT EXPERIENCE

Why do we do this?



Why do we do this?

SOLITUDE

Why do we do this?

SOLITUDE

CHALLENGE

Why do we do this?

SOLITUDE

CHALLENGE

NEW PLACES

Why do we do this?

SOLITUDE

CHALLENGE

NEW PLACES

COMMUNITIES

Why do we do this?

SOLITUDE

CHALLENGE

NEW PLACES

COMMUNITIES

NATURE

Why do we do this?

SOLITUDE

CHALLENGE

NEW PLACES

COMMUNITIES

NATURE

LANDSCAPE

Why do we do this?

SOLITUDE

CHALLENGE

NEW PLACES

COMMUNITIES

NATURE

LANDSCAPE

FUN

MTB

Flow

Speed

Technical Challenge

Aerobic Challenge

2-3 Hours

5-9 Mph Avg



BIKEPACKING

Landscape

Terrain

Wildlife

Camp Experience

Distance

6-10 Hours

3-5 Mph Avg



*What makes a route
succeed?*

QUALITY TRAIL EXPERIENCE

*What makes a route
succeed?*

QUALITY TRAIL EXPERIENCE

CONSISTENT EXPERIENCE

*What makes a route
succeed?*

QUALITY TRAIL EXPERIENCE

CONSISTENT EXPERIENCE

COMMUNITY SUPPORT

*What makes a route
succeed?*

QUALITY TRAIL EXPERIENCE

CONSISTENT EXPEREIENCE

COMMUNITY SUPPORT

EDUCATION

*What makes a route
succeed?*

QUALITY TRAIL EXPERIENCE

CONSISTENT EXPEREIENCE

COMMUNITY SUPPORT

EDUCATION

RIDER COMMUNITY

What makes a route succeed?

QUALITY TRAIL EXPERIENCE

CONSISTENT EXPEREIENCE

COMMUNITY SUPPORT

EDUCATION

RIDER COMMUNITY

COMMUNICATION

ASPIRATIONAL ROUTES

Great Divide Mountain Bike Route

2,800mi - 200k' elv - 6-10 weeks - Est 1997 - mostly dirt roads

Arizona Trail

800mi - 65k' elv - Est 2011 - 50% singletrack, portage Grand Canyon

Idaho Hot Springs Route

500mi - 41k' elv - 1-2 weeks - Est 2014 - dirt roads & singletrack

Oregon Outback

360mi - 14k' elv - 1 week - Est 2013 - gravel roads

APPROACHABLE ROUTES

2-3 Days

15-40 miles per day

No driving—ride from home

Low vehicle traffic

Existing infrastructure

Easily navigable

Frequent re-supply

Mountain Biking?

An aerial photograph of a lush green landscape with a winding stream. Two mountain bikers are riding on a dirt trail that cuts through the grass. One biker is in the foreground on the left, and another is further up the trail on the right. The overall scene is vibrant and natural.

75%
MALE

79%
WHITE

65%
25-45
YEARS OLD

55%
INCOME
OVER \$80K

Bikepacking has a wider appeal.



Simberlest

*Oregon
Outback*




OREGON'S
BIG COUNTRY

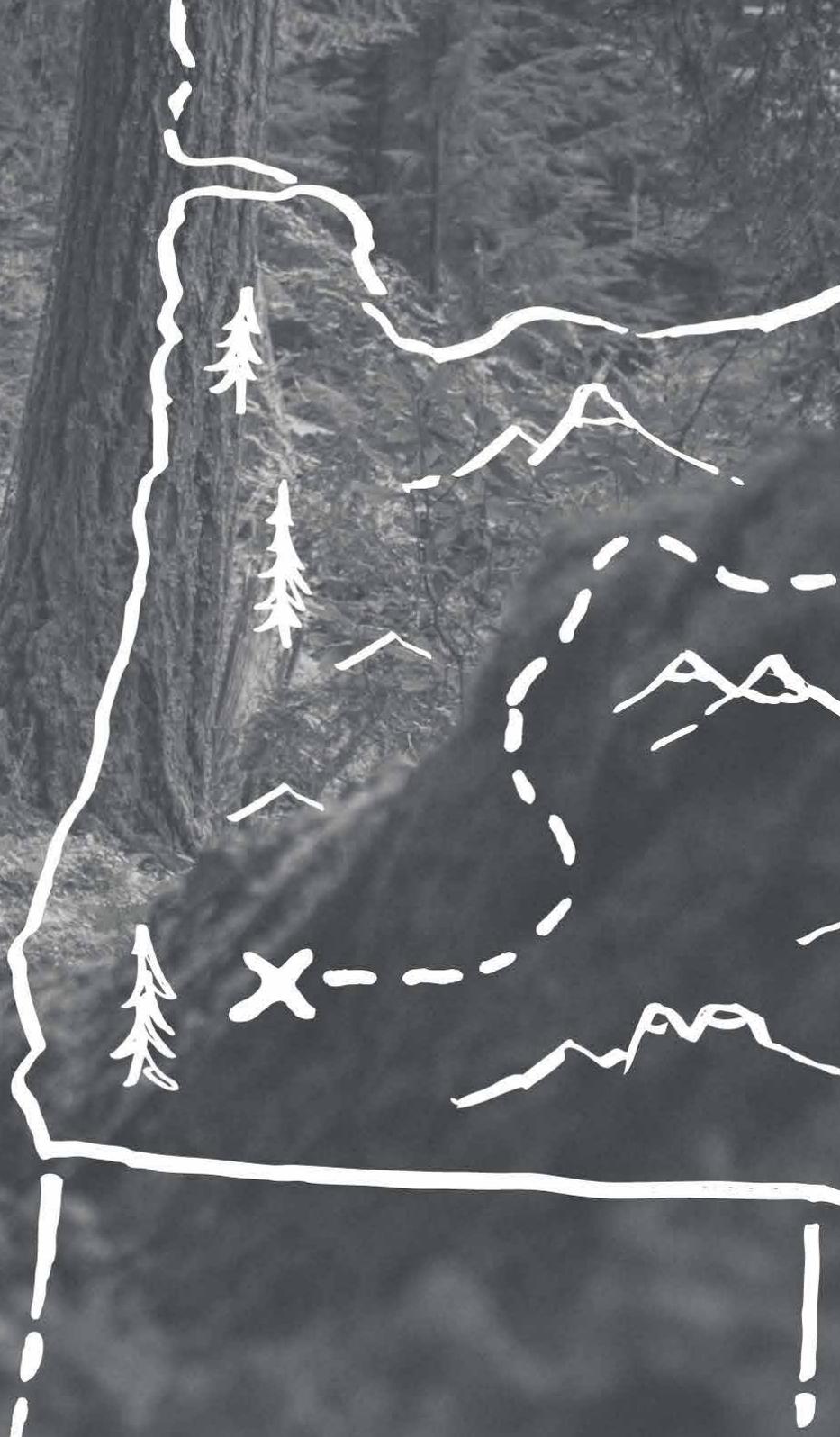
OREGON
TIMBER TRAIL

Oregon Outback





THREE SISTERS
THREE RIVERS



OREGON'S BIG COUNTRY





OREGON TIMBER TRAIL

A person wearing a green shirt, dark shorts, and a backpack is riding a mountain bike on a dirt trail through a forest. The trail is narrow and appears to be a singletrack. The forest is dense with tall, thin trees and green foliage. The lighting is soft, suggesting a shaded forest environment.

*The Oregon Timber
Trail is an iconic
singletrack mountain
bike route across the
state of Oregon from
California to the
Columbia River Gorge.*

*The Oregon Timber Trail is a
unique multi-day mountain biking
experience of unprecedented quality
in North America.*



OREGON TIMBER TRAIL

4
TIERS

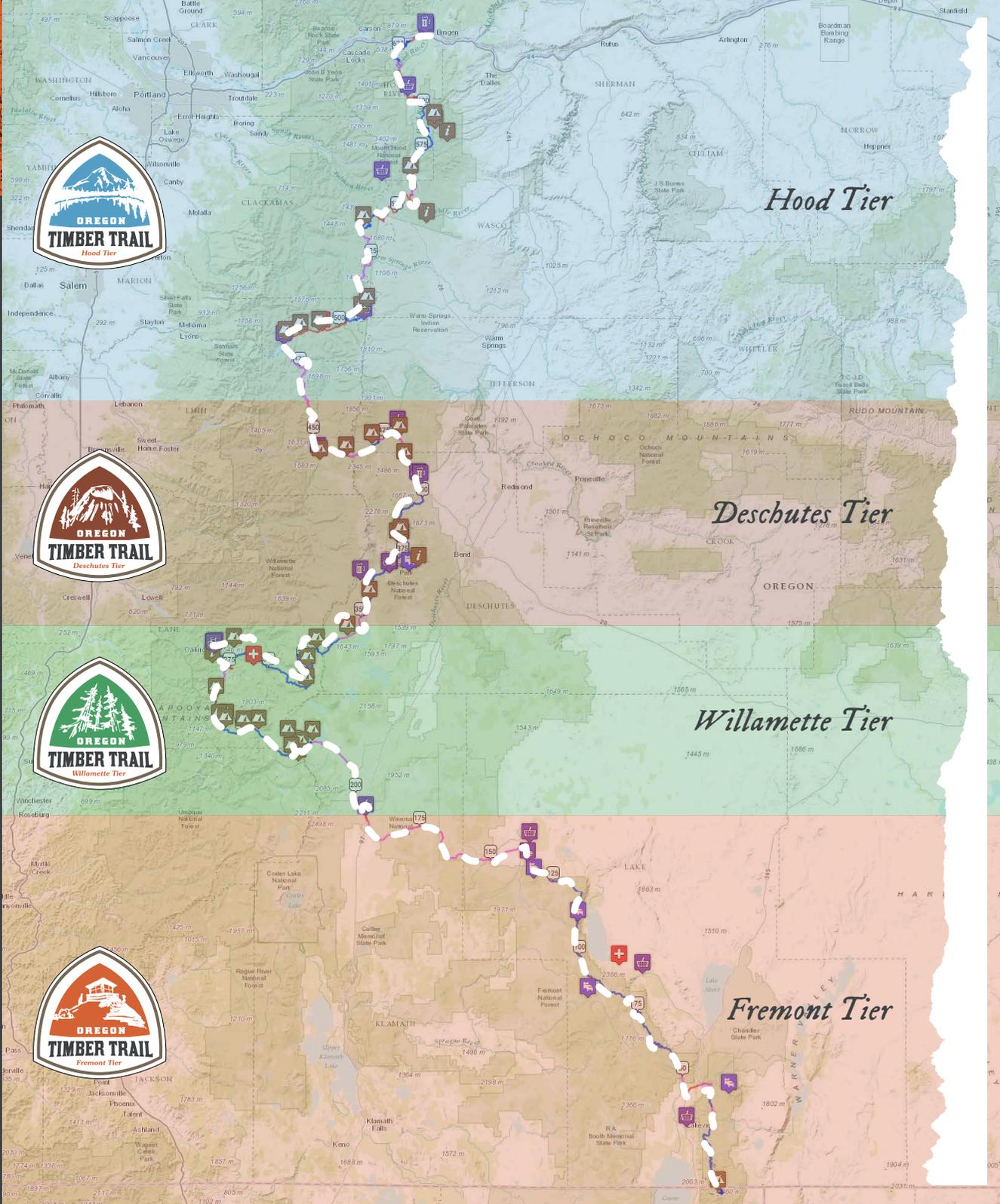
670
MILES

65K'
ELV GAIN

90%
UNPAVED

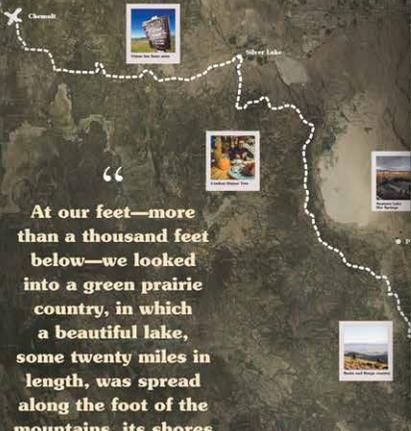
51%
SINGLETRACK

20-30
DAYS





FREMONT TIER



“
At our feet—more than a thousand feet below—we looked into a green prairie country, in which a beautiful lake, some twenty miles in length, was spread along the foot of the mountains, its shores bordered with green grass. Just then the sun broke out among the clouds, and illuminated the country below; while around us the storm raged fiercely.

200 19k'
MILES ELV GAIN



Captain John C. Fremont's expedition on Winter Ridge, December 16th, 1844

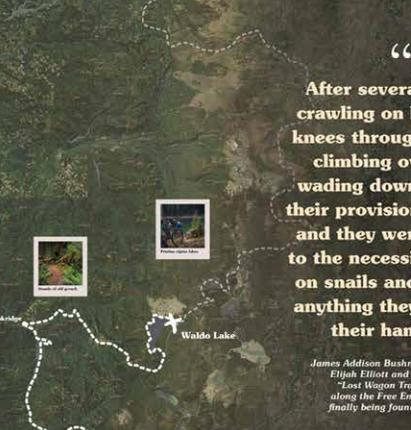
Remote, rugged riding and grand views through the Oregon Outback. The Fremont Tier is the first of four distinct tiers on the Oregon Timber Trail. It begins near Madras before heading north along wide open escarpments, sometimes peaking above 8,000'. After crossing Cassin Mountain, Round Mountain the Fremont Tier descends to cross the Palouse River and traverses stunning Winter Ridge before following volcanic dirt roads to the start of the Willamette Tier in Chemult.



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WILLAMETTE TIER



“
After several days crawling on hands and knees through thick mud, climbing over logs, wading down streams, their provisions gave out and they were reduced to the necessity of living on snails and mice anything they could find on their hands on.

James Addison Bushnell, who followed Elijah Elliott and the infamous "Lost Wagon Train of 1853" along the Free Emigrant Road, finally being found near Westfir.

150 13k'
MILES ELV GAIN



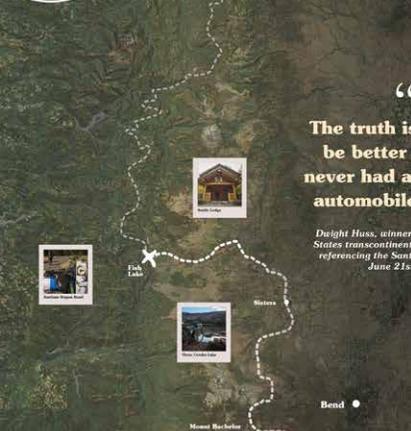
The Willamette Tier is one of four distinct tiers on the Oregon Timber Trail. It starts north from the end of the Fremont Tier in Chemult and goes over the Cascade Range, Tumpanogus Lake, and then down the Milk Fork Trail to a welcome respite in Oakdale. From here it climbs through old growth forests, groves and meadows along Deschutes River to meet the Deschutes Tier on the shores of Waddo Lake.



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DESCHUTES TIER



“
The truth is, we'd be better off if we never had any damn automobiles at all.

Daight Huss, winner of the first States transcontinental automobile race, referencing the Santiam Wagon June 21st, 1905

130 10k'
MILES ELV GAIN



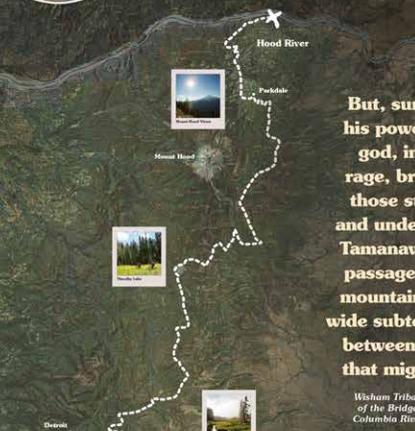
Alpine riding, dry high-desert climate, high wagon roads, and mountain peaks in every direction. The Deschutes Tier is the first of four distinct tiers on the Oregon Timber Trail. It continues from the terminus of the Willamette Tier at Waddo Lake north past Mount Bachelor, through Stearns and Fish Lake, to connect with the southern end of Hood Tier via the historic Santiam Wagon Road.



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HOOD TIER



“
But, summoning all his powers, the river god, in berserker rage, broke asunder those stony chains, and under guidance of Tamanawas pierced a passage through the mountains and tore a wide subterranean canal between the rocks of that mighty bulwark.

Whitman Tribal Lore on the creation of the Bridge of the Gods and the Columbia River Gorge, or "Wauna."

195 24k'
MILES ELV GAIN



Forest camps, hot springs, Mt. Hood, and the Columbia River Gorge. The Hood Tier is the last of four distinct tiers on the Oregon Timber Trail. Starting at the headwaters of the McKenzie River on Santiam Pass it meanders north along the old cascade crest and past Beavertooth Hot Springs before climbing to the Otelle Lakes area. The Hood Tier then skirts Boulder Lake, climbs Gossight Ridge, and begins a glorious descent to Hood River along R-Mile, Surveyor's Ridge, and Post Canyon trails.



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FREMONT TIER

200 **19k'**
MILES ELV GAIN

Lakeview to Chemult. Traverse Basin and range country along Winter Rim and through the vast Oregon Outback.



WILLAMETTE TIER

150 **13k'**
MILES ELV GAIN

Timpanogas to Waldo Lake via Oakridge. Legendary trail systems, lush green forests, and roaring rivers.



DESCHUTES TIER

130 **10k'**
MILES ELV GAIN

Cascade Lakes to Santiam Pass. Violent volcanic geology, historic wagon roads, alpine lakes, and mountain views.



HOOD TIER

195 **24k'**
MILES ELV GAIN

Santiam Pass to Hood River. Forest camps, hot springs, Mt. Hood, and the Columbia River Gorge.



- Klamath Falls shuttle/ride option
- Lakeview as leaping off point
- Fremont National Recreation Trail featured prominently
- Paisley resupply
- Summer Lake Hot Springs Resort
- Cowboy Dinner Tree
- Silver Lake resupply
- Chemult Services
- Several existing rentable forest service structures near route: Drake Peak, Bald Butte, Currier Guard Station, Fremont Point, Hager Mountain LO

WILLAMETTE TIER



- Chemult resupply
- Alpine lakes
- Many campgrounds
- Several rentable structures
- Crosses the Cascade Range
- Many spur trail options
- Oakridge resupply



DESCHUTES TIER



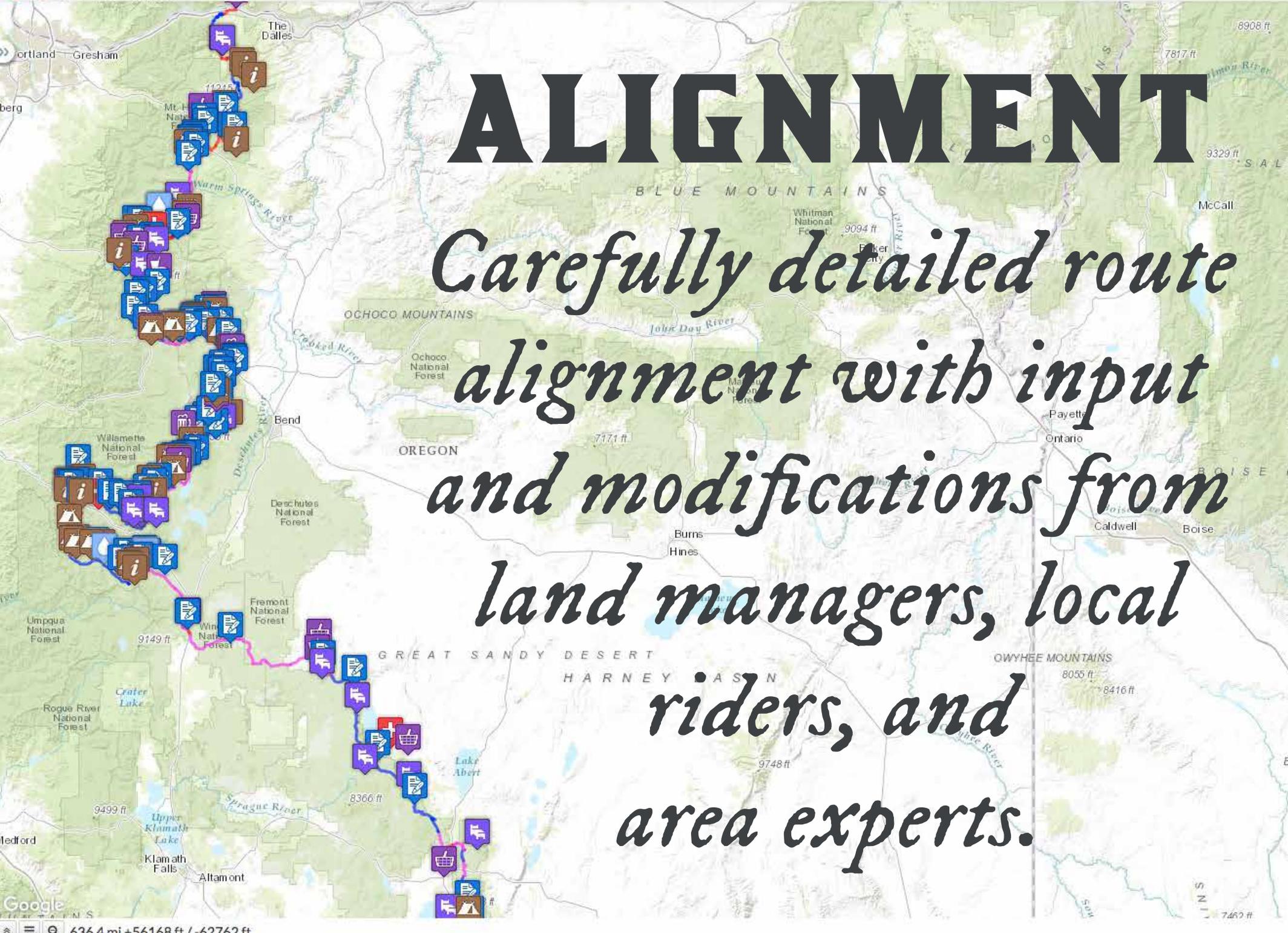
- Cinder cones & Mt. Bachelor
- Alpine Lakes & Tumalo Falls
- Existing rentable structures
- Elk Lake Lodge
- Three Creeks Lake Store
- Many spur trail options
- Bend detour opt
- Sisters resupply
- Camp Sherman
- Big Lake and Mt. Washington
- Historic Santiam Wagon Road

HOOD TIER



- Clear Lake Resort
- Mckenzie River Trail spur option
- Detroit resupply
- Breitenbush Hot Springs
- Ollalie Lake Resort
- Mt. Hood area spur opt
- Existing rentable structures
- Mt. Hood views
- Finish in the scenic Columbia River Gorge





ALIGNMENT

Carefully detailed route alignment with input and modifications from land managers, local riders, and area experts.

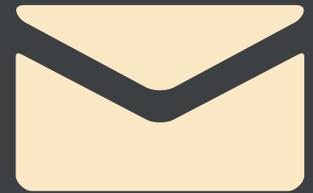
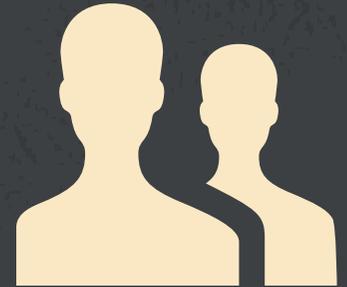


PIONEERS

*Coordinated and
advised the OTT's first
pioneers—Sam Clark
and Kim McCormack—
on their inaugural
journey across the state.*

WEB LAUNCH

*Built website and
social media channels
to spread the OTT
vision and begin
developing a core group
of trail supporters.*



WEB CONCEPT LAUNCH

23,220 *Page views*

7,800 *Unique site visitors*

1,000 *Instagram Followers*

500 *Facebook Likes*

776 *Email subscribers*

CHARRETTES

Coordinated with over 70 key land managers and stakeholders across the state to introduce the concept and proposed alignment.



OREGON TIMBER TRAIL



A man in a dark polo shirt and glasses stands at the front of the room, presenting to a group of people seated around a table. He has his hand to his chin in a thoughtful pose.

A woman with short brown hair, wearing a light green patterned shirt, sits at the table. She is looking towards the presenter and has her glasses on her head.

A man with grey hair, wearing a blue t-shirt, sits at the table with his back to the camera. He is looking towards the presenter.

A man with short hair, wearing a grey t-shirt, sits at the table with his back to the camera. He is looking towards the presenter.

A woman with long dark hair, wearing a blue shirt, sits at the table on the left side of the frame. She is looking towards the presenter.

A table in the background holds several laptops, water bottles, and other items. One laptop has a logo on its lid. There are also some papers and brochures scattered on the table.

A large map is spread out on the table in the foreground. It shows a network of lines and areas, likely representing a trail system. There are also several colorful markers and a smartphone on the table.

TAKEAWAY

There is a high demand for this type of recreation.

ICONIC

*Routes are appealing
when they are thematic
and iconic.*

EXPERIENCE

*Routes are world-class
when they identify and
focus on experience.*

AUDIENCE

*Broaden the target user
by creating customizable
variants of different skill
levels and lengths.*

BUY-IN

*Carefully develop
stakeholder relationships
to create a long-term
foundation.*

VISION

Identify your vision and market it consistently. Create momentum and leverage it to build your product.

A cyclist wearing a helmet and a backpack is wading through a shallow, rocky river. The cyclist is carrying a blue mountain bike. The background features a vast mountain valley with snow-capped peaks and a blue sky with scattered white clouds. The scene is captured from a low angle, emphasizing the scale of the landscape.

Think
BIG

A photograph of two cyclists on a gravel path in a mountainous area. The cyclist on the left is wearing a light blue long-sleeved shirt, a wide-brimmed hat, sunglasses, and has a white earbud in his ear. He is holding a white pouch of beer. The cyclist on the right is wearing a blue and white plaid shirt, a brown hat, and a large black backpack with a 'TRACE' logo. He is wearing brown gloves and holding the other end of the beer pouch. The background features a line of tall, thin evergreen trees and distant mountains under a blue sky with light clouds. The overall mood is adventurous and social.

Make it
FUN



Make it
HARD
(and easy)



Define
EXPERIENCE



Make it
MEMORABLE



Make
FRIENDS

A silhouette of a person standing on a beach, holding a bicycle, looking out at a sunset over the ocean. The sun is low on the horizon, creating a warm orange and yellow glow in the sky. The person is wearing a cap and a t-shirt.

STAY IN TOUCH

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