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FOR IMMEDIATE RELEASE

Wyoming Welcomes New Backcountry Discovery Route in Partnership with Wyoming's Office of Outdoor Recreation

After four years of development, Backcountry Discovery Routes debuted its eleventh route, the Wyoming Backcountry Discovery Route, on February 1, 2022 in partnership with Wyoming's Office of Outdoor Recreation.

Backcountry Discovery Routes (BDR) is a nationally renowned non-profit advocacy organization that creates and preserves off-highway riding opportunities for the dual-sport and adventure motorcycle community. Their routes, also known as BDRs, are cross state, off-highway, big-bike friendly routes that travel through the backcountry on public roads.

To accompany the route release, a full length feature film was created, and a nation-wide film tour is happening now through May at over 25 locations across the country, marketing the State of Wyoming to thousands of recreationists and potential visitors. The official film trailer can be streamed at https://www.youtube.com/watch?v=ebXZrwd2D_o&t=2s.

In an economic impact study completed by Backcountry Discovery Routes in 2017, annual out-of-state BDR riding party expenditures totaled \$17.3 million across 7 BDR states. Based on this study, the Wyoming BDR is expected to bring in over \$2.5 million annually from out-of-state visitors, averaging 1,500 riders and 5,250 nights of paid lodging in addition to campground use.

As part of their mission, Backcountry Discovery Routes aims to make sustainable economic impacts in rural communities across the country, so it is no surprise that Wyoming Outdoor Recreation saw the unique opportunity to collaborate with the BDR team to achieve a common goal and capitalize on Wyoming's millions of acres of public lands.

"Partnering with Backcountry Discovery Routes has been the perfect opportunity to expose a reputable group of recreationists to the lesser-known treasures of Wyoming's public lands while utilizing existing infrastructure and initiating a positive economic impact in rural communities along a route otherwise less traveled," stated Laurel Thompson, Outreach Coordinator for Wyoming Outdoor Recreation.

The influx of tourism dollars will make a significant impact on local economies with traveling motorcyclists directly supporting small businesses that offer groceries, dining, lodging, supplies, fuel, power sports services and repairs, packages and tours, and more.

Spanning over 950 miles of backcountry from Baggs, WY to the Wyoming-Montana border north of Burgess Junction, Backcountry Discovery Routes and Wyoming Outdoor Recreation also

recognized the importance of involving state partners and local communities and organizations along the route for input and support.

Alongside the Wyoming Office of Tourism, organizations in 7 counties along the route supported the project and embraced BDR's mission of helping to boost local economies with a sustainable new form of tourism. These local partners include Carbon County Visitors Council, Sweetwater County Travel & Tourism, Visit Laramie, Visit Casper, Wind River Country, Washakie County Tourism Board, and Medicine Lodge Archaeological Site.

"The Backcountry Discovery Route stands to boost the tourism economies of our state's interior communities, in addition to offering both visitors and residents a new way to experience Wyoming's wide open spaces," said Nick Gann, Strategic Partnerships Manager at the Wyoming Office of Tourism. "We commend the Wyoming Office of Outdoor Recreation for involving local partners throughout the development of this route and look forward to supporting the destination development efforts of these communities."

This route is part of a broader effort by Wyoming's Office of Outdoor Recreation to diversify Wyoming's economy. Established by the recommendation of the 2017 Governor's Outdoor Recreation Task Force, Wyoming Outdoor Recreation aims to expand, enhance, and promote responsible recreational opportunities through collaboration, outreach, and coordination with stakeholders, landowners, private industry, and public officials.

Learn more about Wyoming Outdoor Recreation and recreational opportunities across the state by following us on social media or visiting www.wyorec.com.