

## Feedback from advertisers

**Tourism in Idaho** asked today for as many Idaho maps as we could give them to take on some trips they have planned promoting tourism in Idaho. Following is a list of countries that Come Ride With Us Motorcycle Maps™ will be displayed and distributed: Australia, New Zealand, Norway, Sweden, Denmark, Finland, Germany, Austria, Luxemburg, The Netherlands, Belgium, Italy, France, UK (England, Scotland, Wales, Ireland), Taiwan, China, Mexico. Also, I'll be in Orlando, Florida next month promoting Idaho as a motorcycle destination at the American International Motorcycle Expo. <http://www.aimexpousa.com/AIME/AIMExpo.aspx>

We stopped to give maps to some motorcycle riders at a restaurant in the upper Santiam in Oregon. One of the riders immediately asked how he could get to be an advertiser on the maps. He owns a bar and grill in Wilsonville. The owner of the restaurant had been uninterested when we were in selling advertising earlier in the year. Having overheard the conversation, she came over and told me to be sure and stop to see her when I come around to sell maps for 2014. [\(She started advertising with us!\)](#)

I stopped in Detroit, Oregon to give maps to motorcycle riders and the owner of the station/minimart asked to see the maps and told me to be sure to stop when we sell ads for the 2014 maps. She wants to be sure she is included. [\(Yes they advertised with us also!\)](#)

**All Inn Bar and Grill, Vernonia, Oregon** the owner said he was very pleased with the response of the motorcycle riders to the maps. He had been sceptical when we sold the ad but he was excited about the results.

**A Bar & Restaurant owner in Murray, and another in Potlatch, Idaho** have called and want to advertise on this year's North Idaho map.

**Motel owner, Seneca, Oregon** who has never advertised before called asking to advertise on this year's Eastern Oregon map.

A motel owner who said they couldn't afford to advertise on the Eastern Oregon map last year stopped by to see us yesterday and said she wants to be sure we include her on the maps this year. Her customers wanted to know why she wasn't on last year. They depend on the ads on the map to get phone numbers to reserve rooms in advance.

**Monument Motel, Monument, Oregon** Before the "Come Ride With Us" map for Oregon I never saw motorcycles coming thru Monument. We're off the beaten track (Oregon 402) now I have motorcycle riders booking a year in advance to be sure of reservations for the vacation time they want here.

**Kim Randleas, Outpost Restaurant in John Day, OR** We even had bikers here from Hawaii this year.

**David Judson – Leathers Oil Co. and the Book Station** – I keep track of the motorcycles, cars, trucks, RVs that get fuel at my station. Each year I see a significant increase in motorcycles in my station over the previous year.

**Condon Hotel in Condon, Oregon** I called ahead to find out what my advertising costs for the map would be this year so I can be sure to include it in my advertising budget. If anyone wants to call and ask us about the maps we would be happy to encourage them to advertise. The maps are GREAT!

**Twist and Shake Drive-In in Condon, Oregon** I just bought the drive-in and called ahead to be sure I would have a spot in this year's Oregon map. It really increased the number of motorcycles through Condon.

**Chuck's Little Diner in Prairie City, Oregon** I had so many bikers stop by my little restaurant for breakfast one morning that they filled the restaurant and patio and then some rode on to John Day. This happens several times each summer. Most mornings I have at least 2-5 motorcycle riders.

**Bucknam's, Heppner, Oregon** I advertised the first year and then my husband canceled the ad the next year. I was really glad when Hutch came back last year to see if I wanted to advertise again. The map brings lots of Bikers through Heppner.

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**Dave - Starkey Station, Starkey, Oregon** – Dave is a biker. He rode his bike down to John Day in the middle of the year to be sure he'd have an ad for the following year for his little store and service station as well as his annual biker's camp-out and this year not only wants an ad but would like to advertise on the Idaho map even though he is not in the area covered by that map.

**Mac Stinchfield , The Condon Time Journal- Condon, Oregon** Mac commented that we must be doing something right. He has seen a dramatic increase in the number of motorcycles coming through Condon. [\(Thanks for the great review Mac!\)](#)

*“One of our advertisers in Eastern Oregon stated that the maps were the only place he was going to advertise this year because they had proven that they work. His store and gas station are in a little town on a paved back road and got little traffic in the past. Most people didn't know the road went clear through. He has seen the number of motorcycles coming through his little town continue to increase over the last seven years.”*

**The Challis Lodge, Central Idaho** gave a map to a New York rider who was registered to stay one night but after looking at the map he stayed five days riding the roads in that area. The owner said he paid for his ad with just one customer.

**Riverbend Bar & Grill, Spray, Oregon** – I've worked for an advertising agency and this map was the best dollars I've ever spent on advertising.

**“Juice” at HD Custom in Clarkston, Washington** had been looking for a really good place to reach the bikers with his advertising said the first year he advertised that most of the bikers coming in must have seen his ad on the maps as they already had maps when he tried to give them some. [\(RIP Juice, my friend\)](#)

**Boggan's Oasis on the Grande Ronde River between Enterprise, Oregon & Clarkston, Idaho** the owner left his wife alone in the restaurant while he ran an errand and came back to find his parking lot full of motorcycles and even the driveway around back was full.

**Heppner Oregon Chamber of Commerce** called and asked what they could do to help promote the maps and encourage the bikers to continue coming. Merchants throughout Eastern Oregon, Eastern Washington and Idaho are really thrilled with the increase in numbers of motorcycle riders coming to ride and how much the bikers are enjoying our beautiful scenery and crooked back roads.

*Every year advertisers **CALL US** to reserve space on the next year's maps!*

We had another call today from a business in Sisters, Oregon. He wants to advertise on the Eastern Oregon map even if we don't get the map printed this year for NW Oregon. With a list of advertisers for the new map, waiting to print was not an option. [\(We added the NW Oregon map in 2012 and made a point to include him.\)](#)

**Dale Martin** in Long Creek is not a motorcycle rider or advertiser, but he was in to see us the other day and said the Come Ride With Us Motorcycle Maps™ have done more for the economy in this area than any one (Chamber of Commerce, Economic Development, etc) else have been able to.

**Casey, Boise, Id.** How do we get IN your map? How do we OBTAIN copies of your maps? We are an after-market HD & American V Twin motorcycle shop in Boise 12 years.

We had a call from a Christian motorcycle group in Arkansas late summer asking if we would consider doing a map for their area. [\(Maybe in the far future!\)](#)

Several advertisers have said, “I don't care whether you stop to see me or not, just be sure I'm in the map!”