



Destination Highways NorCal, A Motorcycle Enthusiast's Guide to the Best 334 Roads in Northern California

has but one goal: to maximize the amount of time touring riders spend on the good roads in Northern California, according to what *they* like in a road (while minimizing the time they waste on roads they won't like) and at the same time minimizing the time they spend on finding the goods & services they need while touring. Touring motorcyclists love our concept because we turn them into "locals" in any part of the NorCal even in they've *never* biked there before. The advantages for your touring rental customers (especially those who don't know California) are obvious.

What Destination Highways NorCal can be for your rental customers:

- A planning tool to enhance their trip on your rental bike. They won't miss any of the good riding the state offers in any of the eleven regions in Northern California (and this is key) according to what *they* like in a road.
- A memento to take home that will bring back memories of their trip and maybe encourage them to come back.
- Your staff people no longer have to deal with maps, advice etc. It's all in *DHNCA*.
- Your customers also get a chance to save money while touring if they have our book (see "DH Rider Discounts" description below, under website).

What DHNCA can be for you after your customers take it back home:

- a great marketing tool shown to other riders by your customers to help illustrate the great times that can be had biking in California
- the sticker with all your contact info that you put on the cover makes it easy for potential customers to come to you (and returning customers to come back).

Our Proposal Part 1:

The Book Component:

- build a copy of *DH NorCal* into those rental packages above a certain value (optional) and offer it for sale to your other rental customers.
- send the book out upon confirmation of a qualified rental so with the book and our website video your customers can start researching (and get excited about) the great riding holiday they are going to have.
- your customers get a perceived retail value of \$59.95 + tax = \$64.15. Your wholesale cost is \$40.00/copy (+S&H) or \$37.50/copy (+S&H) for case lot orders of 16.
- Your customers also get a chance to save money while touring (see "DH Rider Discounts" description below)

- Consider keeping a few copies of *DHBC* and *DHWA* on hand to sell to your customers who might be going a little farther. Pricing is the same.

Our Proposal Part 2:

The Web Component:

- your logo would be linked on our “Bike Rentals/Tours” page, *one of the top exit pages from our BC website.*
- our logo would be on your website with the copy “Take a virtual ride of Northern California courtesy of Destination Highways”. If you show maps on your site, ideally you would link up as per:
http://www.newgrandhotel.ca/tours/trips_kootenaypass.htm
- clearly identify those packages on your website that come with a complementary copy of *DH NorCal* so your customers don't mistakenly order a copy from us.
- With our “DH Rider Discount” program (participating businesses will be listed on our CA website as per our BC website), your customers will save money and get a warm welcome just by showing either of our books at rider friendly businesses. (We currently have over 170 “DH Rider Discount” businesses on our BC website.)

Mutual Benefits of linking websites:

- People who come first to our website to read about and see the great riding experience we offer will be able to easily click to your site from our “Bike Rentals/Tours” to check out your packages. (Over 70% of our traffic of over 10,000 unique visitors/month is from the US and almost 10% is from Europe, and that does NOT yet include any traffic to our California site)
- People who come first to your website and are considering a rental package can easily click to our website to read about and see video of the wonderful experience they will have motorcycling in Northern California.

What destinationhighways.com can do for you:

- Our website can also act as a valuable marketing tool for helping you sell your packages to tourers who want to rent a bike and ride in California
- We have 4-6 minutes of helmetcam video showing the best stretch of all 74 DHs in Northern California that complements the rating and write up in the book to provide a complete picture for any given DH.
- From the response we've encountered at bike shows, motorcyclists love watching this video, even in the off season, when they are starved for the biking experience. (And it's never too early for riders to start considering their next holiday.)
- For out of state motorcyclists especially, our video can be a strong inducement to consider one of your rentals.