

~~ADVENTURE~~ TOURISM

ECONOMIC



**Bolstering Kentucky's
economic growth through
motorsports and tourism.**

Erik Hubbard: Executive Director

Dave Cole: King of the Hammers / Ultra4 Racing

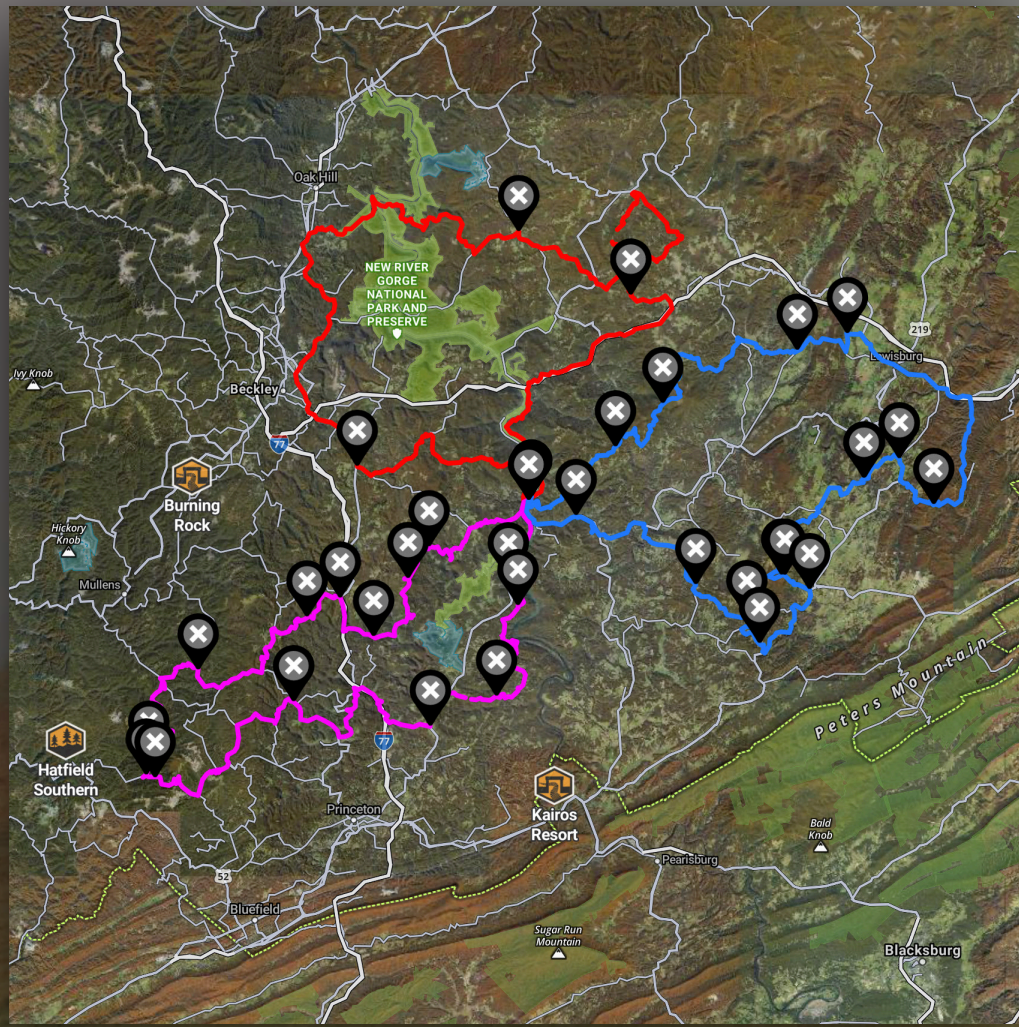
Fred Bramblett: Rides4fun Series

OUR MISSION



- Route mapping & distribution
- Stimulate tourism
- Host & facilitate events
- Attract industry
- Revitalize communities

Each effort directly contributes to **ECONOMIC IMPACT.**
That money remains in communities longer with a lasting effect.



BACKROADS OF APPALACHIA



In 2024, BOA created an economic impact of **\$50.5 MILLION** in the state of Kentucky.

**HERE'S A LOOK AT HOW WE WILL
ACHIEVE MORE IN 2025 AND BEYOND:**

STIMULATING TOURISM

BOA APP

- Mission awareness
- Economic growth
- Increase downloads in 2025

REVER MOTO APP

- New partnership
- Bring new audiences
- Increase tourism with app



BOOSTING REGIONAL TRAFFIC



DRAGON SLAYER HIGHWAY 160 VISITORS CENTER

MARKETING STRATEGIES

Social media content/marketing, Google ads, etc., contributed to increased visitors

Thanks to a \$500,000 AML grant, the visitor center was remodeled and is ready to receive the increase in visitors.

Another AML grant of \$250,000 was awarded for upcoming improvements to the parking lot.

EXPANDING TRAVEL & TOURISM

KENTUCKY SB63

Senate Bill 63 allows individuals to obtain street-legal status for UTVs, SxSs, and other special-purpose vehicles.

The increase in street-legal vehicles has fueled growth in both regional and statewide travel.





HOSTING EVENTS



WRECKED
Magazine.com

24 HOURS OF APPALACHIA

2025 END-OF-YEAR FINALE IN BOONEVILLE, KY



Partnering with the Daniel Boone Backcountry Byway, this charity rally series finale will showcase the things to come at the AOT property.

APPALACHIAN 1000

THE FIRST OF ITS KIND ON THE EAST COAST



Set for July 2026, this rally starting in West Virginia and ending in Kentucky will raise thousands of dollars for charity. Current entrants include backgrounds ranging from current or former motorsports pros to amateur enthusiasts.

UPCOMING MAJOR EVENTS

SHAMROCK HILLCLIMB

This event will make its debut this October as part of the Appalachian Hillclimb Series, as will Shamrock Autocross.

BOONE FOREST RALLY

Announced recently, this annual rally is being upgraded from a regional event to a national event in 2026.

GNCC RACING

Coming to Eastern Kentucky for the first time ever.



VITAL PARTNERSHIPS

2025 was a landmark year for BOA,
forging major partnerships.

What's in it for Appalachia?

- Jobs
- Industry
- Projects
- Growth
- Infrastructure
- Economic impact



FUTURE HOME OF BOA'S APPALACHIAN OVERLAND TRIANGLE HEADQUARTERS



Appalachian
Regional
Commission



ARC ARISE GRANT **\$3.8 MILLION**

awarded to Kentucky in 2025 to develop a 199 acre motorsports facility in Owsley County. The project begins in October with the construction of the bridge.

The AOT's mission is to promote adventure travel, training, and economic development through motorsports.

Thanks to a \$1M match from the DOT, legislators, and the state of Kentucky for making this possible.

HEADQUARTERS

**IN PARTNERSHIP WITH BOA & AOT, THE
OWSLEY COUNTY PROPERTY WILL ALSO SERVE AS:**

- ARA Rally's newly relocated HQ
- The newly established HQ of Ultra4 Racing: East Coast
- Training facility for ARA, WRC, BMW MOA, and Ultra4
- Ultra4Next training and workforce development center



AOT's plans for the 199-acre motorsports facility will further enhance Kentucky's position in the U.S. & around the world as an adventure travel & tourism destination.

INDUSTRY & GROWING PARTNERSHIPS

Green APU is opening a manufacturing facility in Boyd County, which is set to open mid 2026.



Industry testing continues to bring economic impact through Kentucky's partnership with Vermont Sports Car.

VSC Vermont SportsCar



SUBARU
MOTORSPORTS USA

NEW ANNOUNCEMENTS COMING SOON!

REVITALIZING COMMUNITIES

Growing the Team

New hires create opportunity and drive regional growth.

Strategic Impact

Events placed in distressed counties boost local businesses through food, fuel, lodging, and more.

Positive Storytelling

Appalachia's Happiest Places has aired its first season, shining a positive light on Kentucky's Appalachian region.



MEASURING THE MOMENTUM: 2025 YTD

- 150+ major events across Appalachia
- \$60M+ projected impact for 2025
- 4M+ people engaged at regional events (149 days x 26K avg. attendance)
- 300K+ engaged nationally through major events
- 13M Facebook views
- 1.1M Instagram views
- 355K TikTok views

IMPACTING THE FUTURE OF KENTUCKY

Raising Generations of Hope & Opportunity

- Attracting and retaining youth
- Creating jobs for the future
- Expanding education and skills
- Building community pride
- Making KY a land of opportunity



RIDES4FUN: STREET & ADVENTURE RIDES



Rides4Fun is about taking the work out of planning so riders can focus on what matters most—great roads, great views, and great company.

- Founded in 2023 to host turn-key motorcycle getaways
- Street and adventure routes at top destinations
- Lodging, banquets, and vendor experiences included
- 100+ years of combined riding & event management expertise
- Led by Daryl Casey and Fred Bramblett



GNCC RACING SERIES



- Premier off-road racing series in the US
- Attracts top riders in ATV, motorcycle, and eMTB competition
- National media coverage with strong fan engagement
- Boosts tourism and local economies in host regions
- Decades of proven success in motorsports entertainment



KING OF THE HAMMERS: EAST COAST

THE LARGEST OFFROAD EVENT IN THE U.S. IS COMING TO KENTUCKY



**Leatherwood Off-Road Park in Slemp, KY will set the stage
by hosting the 2026 NATIONAL SERIES OF ULTRA4 RACING
Paving the way for the 2027 KING OF THE HAMMERS EAST**

Each year, King of the Hammers attracts anywhere from 80-100K people to Johnson Valley, CA, making it an indicator of major economic impact for Kentucky.

KING OF THE HAMMERS



[CLICK HERE TO WATCH VIDEO](#)

OUR JOURNEY FORWARD



Thank you to the Commonwealth of Kentucky for your continued support and partnership. Together, we are building opportunity, driving innovation, and showcasing the best of Appalachia.