

2018 03 05 Toronto International Bike Show Report by Dayle Laing

- Mar 2-4, 2018, Better Living Centre, CNE, Toronto
- BCAC and Region of Peel Walk+Roll joined BikeBrampton to exhibit in the complementary booth
- 11 volunteers covered 22 hours - 3 volunteers per shift = total of 66 volunteer hours
- Approximately 150 conversations were logged over the 3 days
- There were additional contacts with visitors taking information when the booth was too busy for conversation
- Three volunteers per shift was judged to be just right for handling the visitors and for breaks
- Booth location beside [Ontario by Bike](#), was an excellent draw

Visitors came from:

- Brampton, Mississauga, Caledon, Toronto, North York, Etobicoke, Scarborough, Oakville, Milton, Orangeville, Guelph, Kitchener, Waterloo, Hamilton, Ancaster, Niagara, Niagara-on-the-Lake, Brantford, London, Owen Sound, Manitoulin Island, Springwater, Durham, Lindsay, Ottawa, Cape Breton Island

Cycling Tourism:

- Great amount of interest shown amongst booth visitors for cycling tourism
- Interest in connectivity of Brampton to Mississauga, to the Great Trail (was the TransCanada Trail through Caledon), to Orangeville, to Toronto and to G2G (Guelph to Goderich) Trail
- Demand for cycle route maps
- Region of Peel supplied maps of Mississauga bike routes
- Town of Caledon Tourism and Community Development Officer provided Caledon cycling maps

Bike the Creek:

- Visitors were interested in the routes, registration and new infrastructure
- Some had participated before; most had not
- Most would consider coming to the event by cycling, car or transit
- A Toronto bike courier suggested we consider offering a nearby camping option for out of town visitors
- All visitors who showed interest, took the promotional business card

Brampton Community Rides:

- There was significant interest in community rides amongst residents of Brampton, Mississauga, Caledon and those who were close enough to come for a short event.
- The poster and postcards were well received and there was interest in registration

Brampton Bike Hub:

- Promotion was of greater interest to local residents in terms of participation
- There was some interest in the concept and federal support for reducing carbon footprint by promoting more cycling through the Pedalwise and BikeWrx program
- One of our new Pedalwise protégés signed up for 12 hours of booth duty. She had never been to a bike show before and does not know how to ride a bike yet. She was incredibly enthusiastic, button holing people to step into our booth to learn about what Brampton had to offer to cyclists. She has a mentor and someone who will teach her how to ride. One of the volunteers helped her purchase her first bike at the show and negotiate a free helmet with the purchase.

Conclusion:

- This was our 4th bike show participation. Attendance and reach was considered well worth the effort

Report by Dayle Laing