

**2023 02 24<sup>th</sup>-26<sup>th</sup> The Outdoor Adventure Show Bike Fest BikeBrampton Report – by Dayle Laing**

- **Best booth attendance** ever, compared to previous 5 Toronto International Bike Shows 2015-2019.
- Friday – 226      Saturday – 263      Sunday – 302
- **Grand total of 3 days – 791.** This is understated since it was so busy, counts were likely missed.
- We are comparing this paid booth to 5 years of unpaid booth for BikeBrampton volunteers.
- 17 staffed booth – 15 BikeBrampton volunteers and 2 COB staff.
- 2.5-3 hours was a good length for shifts.
- We really needed 3-4 people on the booth due to attendance volume for 1<sup>st</sup> 2 shifts of the day. Day 1 & 2 evenings would be fine with 2 people. Set up best with 2-3 people. Take down best with 4.
- Almost all people who stopped ride bikes. Despite it being a general outdoor adventure show, we captured an excellent audience.
- Maybe we did better because there were not as many bike exhibitors as in the past years.
- Location was great – very near a food area.
- Location beside Caledon was beneficial, since we could refer to Caledon as being on the northern part of Etobicoke Creek Trail.
- Having the Brampton trail map open on the front table was helpful for almost every interaction, whether the person was from Brampton or not.
- Paper trail maps were a big hit and people asked for them.
- Thanks to Gage for setting up booth the night before, and for organizing the event.
- **Promoted:**
  - Bike the Creek – to everyone! Handed out business cards, referred to BTC poster and showed the BTC jersey (thanks Lisa)
  - Brampton Community Rides – Brampton and more local GTA – handed out postcards, referred to poster. Showed areas on map.
  - Different Spokes – Brampton & Caledon Bike Hub – Brampton & Caledon residents only – handed out the new trifold brochure

**Attendee Home Locations (from Windsor to Pembroke!):**

Acton Ajax Ancaster Aurora Barrie	Brampton Brantford Bowmanville Burlington Caledon	Cambridge Chatham Downsview Dundas Durham	Elmira Elora Etobicoke Fort Erie Georgetown	Guelph Halton Hamilton High Park Huntsville	King City Kitchener Lambton Kawartha Lakes	Malton Markham Mississauga Mount Forest Newmarket
Niagara North York Oakville Orangeville Orillia	Orono Oshawa Owen Sound Palmerston Parry Sound	Pembroke Peterborough Pickering Port Credit	Richmond Hill Sarnia Scarborough Stoney Creek	St. Catharines Toronto Wasaga Beach	Waterloo Welland Windsor Whitby Vaughan	