

2024 02 23-25th The Outdoor Adventure Show Bike Fest BikeBrampton Report

by Dayle Laing, with comments from other volunteers

| | Friday | Saturday | Sunday | Total Attendance |
|------|--------|----------|--------|------------------|
| 2023 | 226 | 263 | 302 | 791 |
| 2024 | 164 | 285 | 167 | 616 |

- **Booth attendance:**
 - lower than last year, but much higher than 5 Toronto International Bike Shows 2015-19.
 - This compares 2023 & 2024 paid booths to 5 years of unpaid BikeBrampton booths that were located in back corners of the hall.
 - Both years had moments where it was wildly busy, so some visitors were likely missed.
 - Some of last year's audience may be choosing instead, the much larger **Toronto International Bike Show** in March. It is dedicated to bikes and cycling.
 - Location was fine, right in the middle of **Bikefest** area.
 - Location beside Caledon was beneficial, since we could refer to Caledon as being on the northern part of Etobicoke Creek Trail, Bike the Creek partner, & Caledon Bike Hub.
 - **Cycle tourism** is very popular. Cornwall, Grey County, Simcoe County, Georgina, Windsor-Essex, and Brantford were promoting cycling. Some communities will be exhibiting in one or both shows.
 - Caledon will audit Bike show and decide which event to attend next year.
 - A volunteer noted during her 5hrs, about 15-20% of attendees were from Brampton.
 - Almost all people who stopped at booth ride bikes. Despite it being a general outdoor adventure show, we captured an excellent audience. Very few children.
 - Bikefest was a small portion of the total hall.
 - Visitors from **64 communities in southern Ontario**.
- **Booth Staffing:**
 - 32 time slots staffed by 17 – 16 BikeBrampton volunteers and 1 COB staff
 - 2.5-3 hours was a good length for shifts. Some volunteers did double shifts.
 - We really needed 3-4 people on the booth due to attendance volume for 1st 2 shifts of the day. Saturday was the busiest. Set up best with 2-3 people. Take down best with 4.
 - All 6 exhibitor badges needed to hand off badges to the volunteers over 3 days.
- **Booth Material:**
 - Having 2 tables, 4 chairs, trifold display with 3 posters and pull up banner worked well.
 - High chairs were appreciated for volunteers who cannot stand for several hours.
 - 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 even if pile on table was temporarily depleted.
 - A laminated page with all relevant **QR codes**, taped to front corner of table worked well for the technically savvy to scan, although some people wanted a business card as well.
 - Our booth was attractive, yet less professional than other tourism-focussed municipalities, like Caledon. Consider whether cycling tourism warrants increased budget to make professional booth materials available.

- Thanks to Alex for setting up booth the night before and being there to take material back to city hall. Thanks to Tyron for getting posters printed and providing postcards for Community Rides.
- **Promoted:**
 - **Bike the Creek** – to everyone! Handed out business cards, referred to BTC poster, encouraged QR code scanning. Some of us wore our BTC jersey.
 - People indicated they are willing to drive to our event from as far as Ottawa to west side of province. Many showed genuine interest in exploring new areas.
 - One couple gave an enthusiastic testimonial on [video](#).
 - Several were flabbergasted that BtC is FREE. That has been intentional planning to keep event accessible for families.
 - **Brampton Community Rides** – for Brampton and more local GTA residents, we handed out postcards, encouraged QR code scanning, referred to poster. Showed areas on map.
 - Several people from Mississauga expressed interest in coming for the rides.
 - One cyclist from Malton bemoaned lack of comfortable cycling routes between Brampton and Malton.
 - Several said they won't ride on streets, so a group guided experience is encouraging.
 - **Different Spokes** – Brampton & Caledon Bike Hub. For Brampton & Caledon residents, we handed out the new trifold brochure, encouraged QR code scanning, referred to the poster.
 - Several attendees mentioned that they wished their community had a program like Different Spokes.
 - Many wanted to talk generally about cycling infrastructure and safety.

Attendee Home Locations (from Sarnia to Ottawa to Mattawa!):

| | | | | | |
|---------------|-------------|------------|--------------------------|----------------|--------------|
| Acton | Burlington | Fergus | Kingston | Mississauga | Oakville |
| Aurora | Caledon | Georgetown | Kirkfield | Milton | Orangeville |
| Ballantrae | Cambridge | Goderich | Kitchener | Muskoka | Oshawa |
| Barrie | Clarington | Grimsby | Listowel | Newmarket | Ottawa |
| Bowmanville | Collingwood | Guelph | London | Niagara | OwenSound |
| Brampton | Courtice | Hamilton | Malton | Norfolk | Peterborough |
| Brantford | Elora | Ingersoll | Markham | Northumberland | Pickering |
| Brighton | Etobicoke | Kincardine | Mattawa | North York | Port Hope |
| Port Perry | Terra Cotta | | Alabama | | |
| RichmondHill | Thornhill | | Buffalo | | |
| Sarnia | Toronto | | Germany | | |
| Scarborough | Waterloo | | Newfoundland | | |
| St Catharines | Whitby | | Montreal | | |
| Stratford | Woodbridge | | Lethbridge | | |
| Streetsville | Woodstock | | (likely were exhibitors) | | |
| Swansea TO | Vaughan | | | | |