

Attendance UP at Seattle Bike & Travel/Adventure/Gear Expo!

The combination of the Seattle Bike Show and the Travel, Adventure & Gear Expo has become a proven winner with a rising attendance and continued exhibitor growth. This is a reliable promotional opportunity for businesses looking to reach an urban, upscale audience seeking outdoor adventure.



EVENT RECAP

2016 ATTENDANCE

7,742

BIKE SHOW SPECIFICS

Exhibitors 134

BY CATEGORY

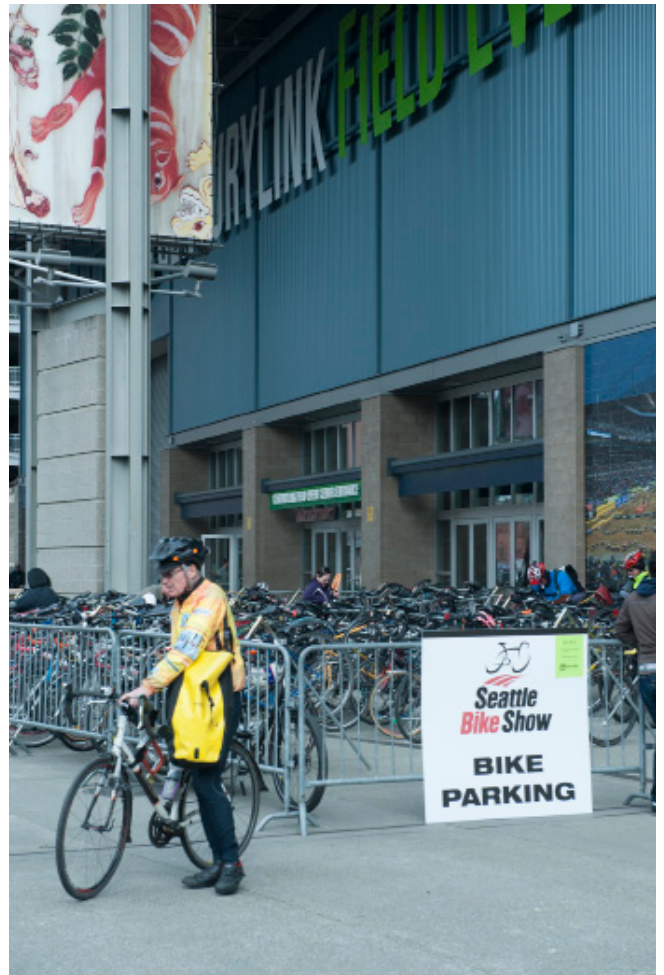
Bike 83
Event 21
Apparel 12
Other 18

TAG EXPO SPECIFICS

Exhibitors 86

BY CATEGORY

Travel 39
Gear 14
Adv/Travel 10
Camps 2
Water Sport 9
Other 12



ATTENDEE PROFILE

AGE

55+ 34%
40-54 37%
25-39 21%
Under 25 8%

INCOME

\$100k+ 40%
\$75-\$99K 20%
\$50-\$75K 19%
Under \$50K 21%

MARITAL STATUS

39% Married Male
27% Married Female
15% Single Male
11% Single Female
7% Cohabiting

INTERESTS

68% Biking
31% Kayak/SUP/Raft
26% Climb/Hike
35% Traveling
11% Camping
9% RV (buy/travel)

Attendee profile data is a composite of three years of shows.



2017 Dates Set - March 4-5

Booth rates begin at \$595 & customized sponsorships are available. For more info go to SeattleBikeShow.com, TrailtoAdventure.com or contact John Tipping at 877.485.2899 or via email at john@cascadiaevents.com.