

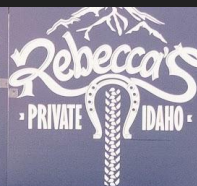
**“It is by riding a bicycle that you learn the contours of a country best, since you have to sweat up the hills and coast down them.”
— Ernest Hemingway**







Giddy Up!



MAXXIS® OFFICIAL TIRE OF REBECCA'S PRIVATE IDAHO

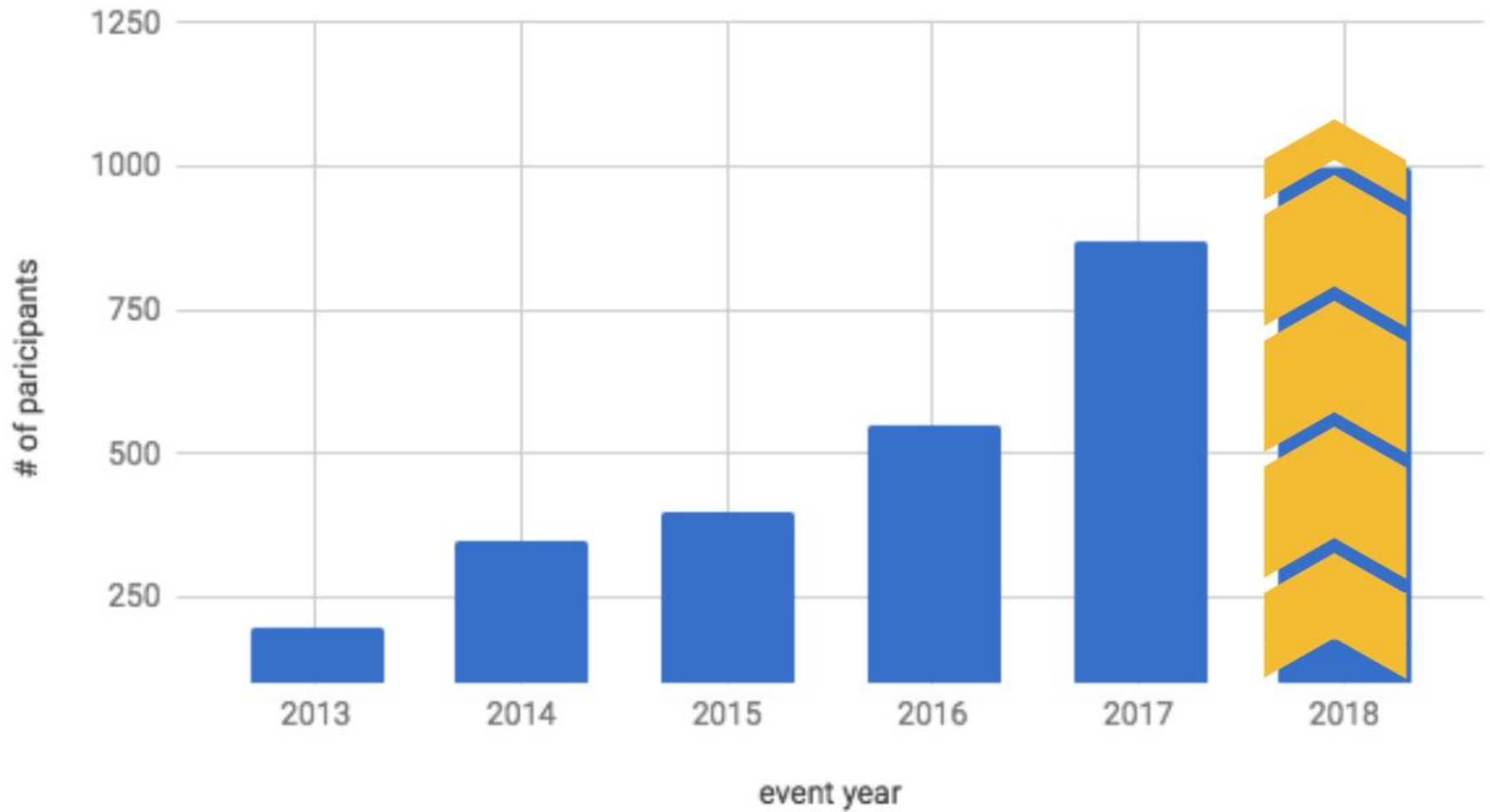


Jason Bagby





RPI Growth



PARTICIPANT DATA

1100 RIDERS



55% BIG POTATO

33% SMALL FRY

10% TATER TOT

10% QUEEN'S STAGE RACE

GENDER



35%



65%



73%

Hold a
Bachelor's
degree or higher



85%

Own a Home

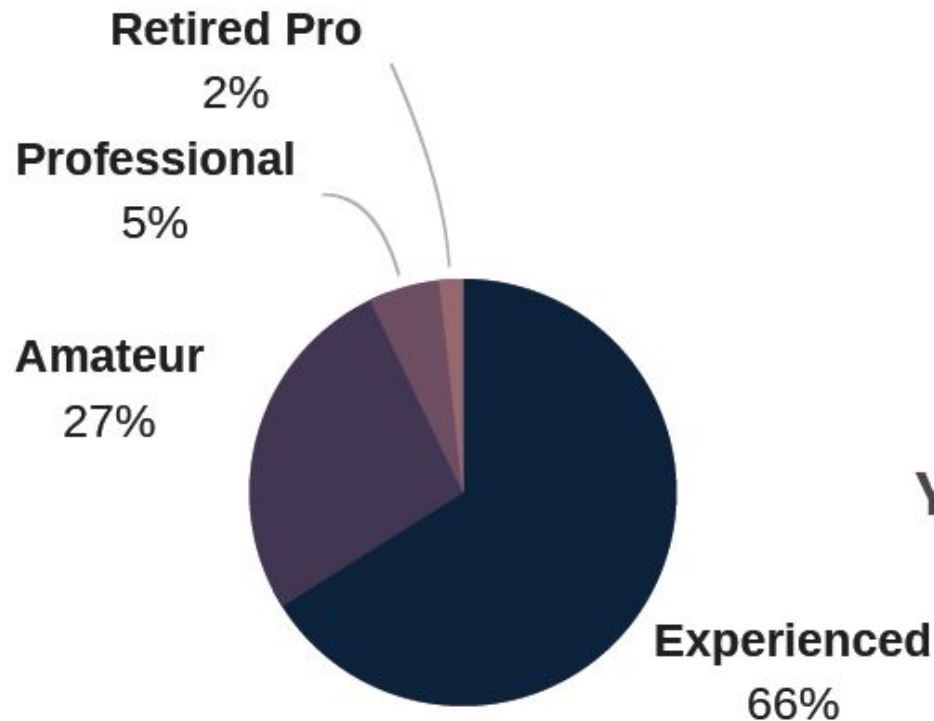


64%

Work Full-Time



TYPE OF CYCLIST

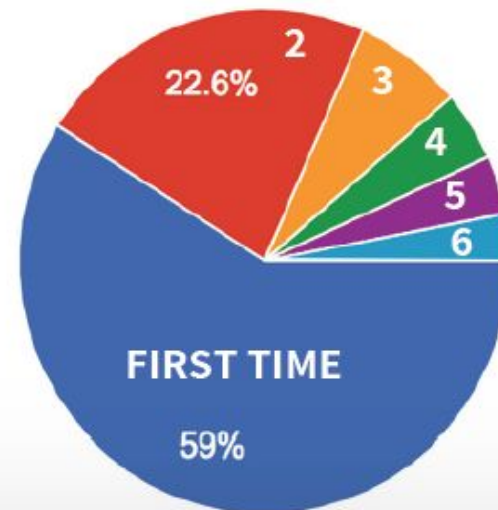


65%
Make over
\$100K/year

AVERAGE AGE

35-50

YEARS OF PARTICIPATION



TRAVEL & COMMUNITY IMPACT



REPRESENTATION FROM 39 STATES, CANADA AND ENGLAND

87% TRAVELED FOR THE EVENT

30% SAID IT WAS THEIR FIRST TIME IN WOOD RIVER VALLEY





77%



19%

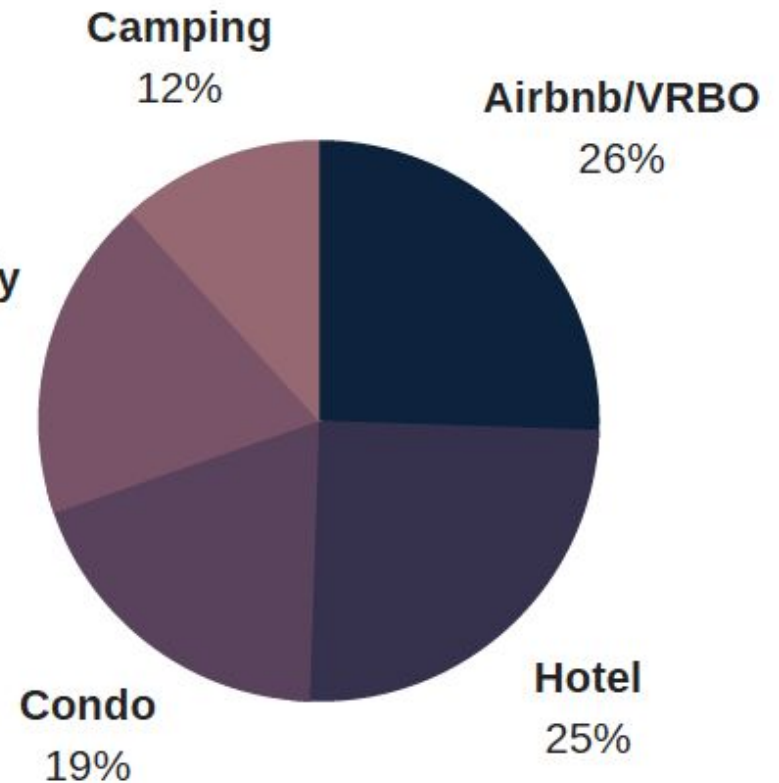
WHERE DID YOU STAY?

3.5 AVERAGE # OF NIGHTS
STAYED IN TOWN



780 ESTIMATED HOTEL, CONDO,
OR HOUSE RENTALS

Friend/Family
19%





Whenever I see an adult on a bicycle, I do not despair for the human race.” — H.G. Wells



