

**WHAT IS A TOUR?**



**TOUR** means a lap around a country. Tours are multi-day bicycle races highlighting the terrain, landscape and communities unique to a region.

Tour de France  
 Vuelta a España  
 Giro Rosa  
 Giro d'Italia  
 Tour of Utah

A TRAVELING SPECTACLE ON TWO WHEELS

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A FREE—TO—THE—PUBLIC SPORTING EVENT

A CARAVAN OF EXCITEMENT, SPEED, DERRING—DO

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A TRAVELLING SPECTACLE ON TWO WHEELS

AN INTERACTIVE TOURISM BILLBOARD

A FREE—TO—THE—PUBLIC SPORTING EVENT

AN EVENT UNLIKE ANYTHING

# MONTANA

HAS SEEN BEFORE



*Tour of Montana* is a multi-day professional men's and women's bicycle race around the state of Montana highlighting the unique terrain, landscape and communities of our state.

July 16-19, 2015  
Missoula, Montana





## 7/16 | TEAM TIME TRIAL

Teams take to the streets in a fast-paced race against the clock through downtown Missoula



## 7/17 | ROAD RACE

A Classic one-day road race on a circuit course through Missoula



## 7/18 | CRIT RACING

A full day of criterium races for juniors/ category/amateur, citizens, and concluding with the pro men and women at twilight



## 7/19 | THE BIG RIDE

Missoula hosts its first gran fondo as hundreds of recreational cyclists take to the streets with the pros.

# CYCLING EXPERIENCE EXPO

Each day there will be live entertainment, food, drink, games, workshops, and more for fans and spectators at Caras Park.

**MONTANA  
BICYCLE  
FESTIVAL**  
*2015*





**2015 Tour of Montana  
debuts in Missoula**

New stages added every year





Highlighting the  
unique terrain,  
landscape, culture,  
community, and  
people of Montana

# Tour of Montana is Montana's Tour





**MONTANA  
BICYCLE  
FESTIVAL**  
*2015*

**ENRICH THE CULTURAL LANDSCAPE OF MONTANA**

**MONTANA  
BICYCLE  
FESTIVAL**  
*2015*

**100 DAYS OF  
CYCLING,  
CULTURE, & ART**

**THE BIG RIDE TRAINING TEAM**



**MONTANA  
BICYCLE  
FESTIVAL**  
*2015*

**THE BIG RIDE TRAINING TEAM**

**TOMT BICYCLE CLUB**



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**THE BIG RIDE TRAINING TEAM**

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**FANTASTICAL CYCLE PARADE**

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**FANTASTICAL CYCLE PARADE**

**MONTANA BICYCLE FILM FESTIVAL**

**THE BIG RIDE TRAINING TEAM**

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**ART | PHOTOGRAPHY |  
WAYFINDING**

**FANTASTICAL CYCLE PARADE**

**MONTANA BICYCLE FILM FESTIVAL**

**THE BIG RIDE TRAINING TEAM**

**TOMT BICYCLE CLUB**

**STATE-WIDE  
RECREATIONAL RIDES**

**ART | PHOTOGRAPHY |  
WAYFINDING**



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BICYCLE  
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*2015*

**FANTASTICAL CYCLE PARADE**

**MONTANA BICYCLE FILM FESTIVAL**

# WHY MONTANA?



**MONTANA  
BICYCLE  
FESTIVAL**  
*2015*

# CYCLING IS A \$377 MILLION PLUS SPORT IN MONTANA





**MORE AMERICANS RIDE BICYCLES THAN ALL THOSE WHO GOLF, SKI, AND PLAY TENNIS**





**CYCLING GARNERS THE WEALTHIEST AND MOST EDUCATED AUDIENCES**

# THE CYCLING AUDIENCE IS

# ACTIVE

- **98% OWN ROAD BIKE**
- **78% OWN MOUNTAIN BIKE**
- **RIDE AVG. OF 9.4 HOURS/WK**

**THE CYCLING AUDIENCE IS**

**AFFLUENT**

- **AVERAGE HHI \$167K**
- **MEDIAN HHI \$109K**

# THE CYCLING AUDIENCE IS

# EDUCATED

- **94% HAVE ATTENDED COLLEGE**
- **44% HAVE POST GRADUATE DEGREES**
- **CYCLING MAGAZINE READERSHIP RANKS IN TOP 20  
AMONG AFFLUENT MALE READERS**

**EVENTS HAVE A STAGGERING ECONOMIC RETURN ON INVESTMENT FOR COMMUNITIES AND PARTNERS**



**ENTERING IT'S 11TH YEAR, THE TOUR OF UTAH HAS BECOME ONE OF THE BIGGEST CYCLING EVENTS IN THE WORLD AND IT STARTED OUT ON A MUCH SMALLER SCALE THAN THE TOUR OF MONTANA**

- **\$20 MILLION DIRECT ECONOMIC IMPACT IN 2014**
- **275,000 SPECTATORS**
- **20+ HOURS OF NATIONAL TELEVISION COVERAGE**
- **REACHED 100 MILLION HOUSEHOLDS**





# THE TOUR OF MONTANA WILL PUT MONTANA ON THE WORLD STAGE



**#BEAPARTOFIT**



**MONTANA  
BICYCLE  
FESTIVAL**  
*2015*