



RTR Facts & Demographics

DATES: June 10 - 15, 2012

REGISTRATION: June 9, 2012

ROUTE ANNOUNCEMENT DATE: Sunday, February 5, 2012

EVENT "POPULATION": 3,000 - 3,500, including 2,000+ registered cyclists, event staff, family and friends of riders, unregistered cyclists, etc.

Ride The Rockies, Colorado's premier cycling event, will be celebrating its 27th Anniversary this year. Each June Ride The Rockies cyclists embark on a six or seven day bicycle tour of Colorado's beautiful Rocky Mountains.

The ride is extremely popular, and approximately 4,000 applications are received annually. The 2,000 riders are selected randomly in a lottery registration.

Every year, Ride The Rockies receives extensive media coverage. In 2011 alone, the tour generated over 210,000,000 media "impressions" through radio, television and print media, including extensive coverage in The Denver Post and on 9News. Nationally, Ride The Rockies has been featured twice on the NBC Today Show, Bicycling Magazine and Adventure Cyclist. Ride The Rockies has received numerous awards from state, national and international organizations, including being featured in VeloNews as an "Epic Road Ride".

Ride The Rockies' route changes yearly. To date, tour routes have made stops in the following communities: Alamosa, Aspen, Avon, Boulder, Breckenridge, Buena Vista, Cañon City, Castle Rock, Chama, N.M., Colorado Springs, Copper Mountain, Cortez, Craig, Crested Butte, Delta, Denver, Durango, Edwards, Estes Park, Fort Collins, Frisco, Georgetown, Glenwood Springs, Golden, Granby, Grand Junction, Greeley, Gunnison, Hotchkiss, Idaho Springs, Leadville, Manitou Springs, Montrose, Ouray, Pagosa Springs, Rifle, Salida, Silverton, Steamboat Springs, Telluride, Trinidad, Vail and Walsenburg.

Each year, Ride The Rockies generates more than \$1,500,000 of tourism business in Colorado and donates a \$5,000 grant to an organization in each host community. In addition, all proceeds from Ride The Rockies benefit Colorado nonprofits.

2011 DEMOGRAPHICS

- 72% Male, 28% Female
- Median age: 49
- Household income:
 - 36% over \$150,000
 - 12% over \$125,000
 - 15% over \$100,000
 - 18% over \$75,000
 - 19% over \$50,000
- 100% have Internet access
- 68% Colorado residents
- 64% employed in professional/managerial positions
- 74% married, 26% single
- 90% have college degrees or higher

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