

REVIEW IN NUMBERS

COSTA BRAVA - GIRONA

**SEA OTTER
EUROPE**

Presented by

Continental 

EMF INNOVATION
MOBILITY
SUSTAINABILITY

**MOBILITY
FESTIVAL**

**23-24-25
SEPTEMBER
2022**

**GIRONA
COSTA BRAVA**



EUROPE

1. SEA OTTER EUROPE / EMF MOBILITY FESTIVAL
2. FESTIVAL AREA
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1. SEA OTTER EUROPE / EURO MOBILITY FESTIVAL



In 2017 Sea Otter Europe arrives at Girona-Costa brava, and in few years achieves surprising numbers and it consolidates as the cycling festival of reference in Europe, with a complete sport program: competitive sport events and also amateur, an expo zone with the best brands in the market, ideal demo tracks and the bike tests, and a wide list of activities exclusively dedicated to the final target.

A festival that wins global recognition between the industry and cycling lovers. It has achieved, just in six editions, becoming a must and worth visiting event within the cyclist community.

This year, the city of Girona played host to the new Euro Mobility Festival as part of the Sea Otter Europe. The Euro Mobility Festival is a new event that will bring together the key actors leading the transformation in sustainable mobility, in accordance with the European strategy of fewer vehicles on the road and more bicycles, in harmonious coexistence.. Therefore, this event became an outdoor festival that features exhibition areas for urban bicycles, navigation systems and components, as well as several urban circuits, where attendees may test bicycles and other electric mobility systems.

A meeting point for customers that will display the latest market trends and the products which perform best in the quest to revitalise mobility and make it more practical.

In its first edition, the Festival will take place within the framework of the well-established Sea Otter Europe, although it is expected to have its own format and dates in the near future.

SPORT
ACTIVE



URBAN
MOBILITY

2.FESTIVAL AREA

EMF
INNOVATION
MOBILITY
SUSTAINABILITY
FESTIVAL

COSTA BRAVA - GIRONA

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EUROPE

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72.000m²

TOTAL AREA
OF THE FESTIVAL

31.000m²

EXPO ZONE

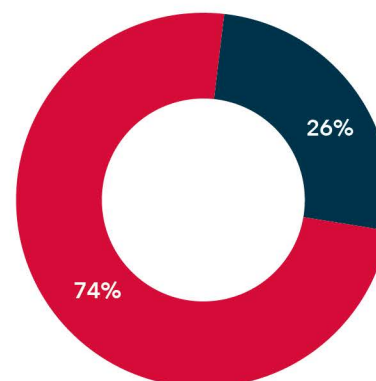
3. VISITORS



60.000
(57.890)
VISITORS

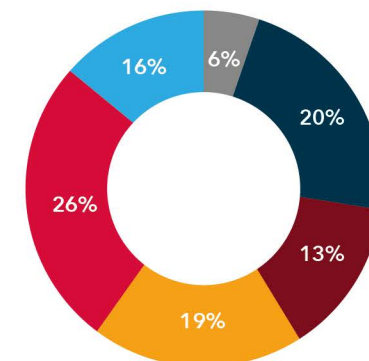
54
NATIONALITIES

GENDER



WOMEN
MEN

AGE

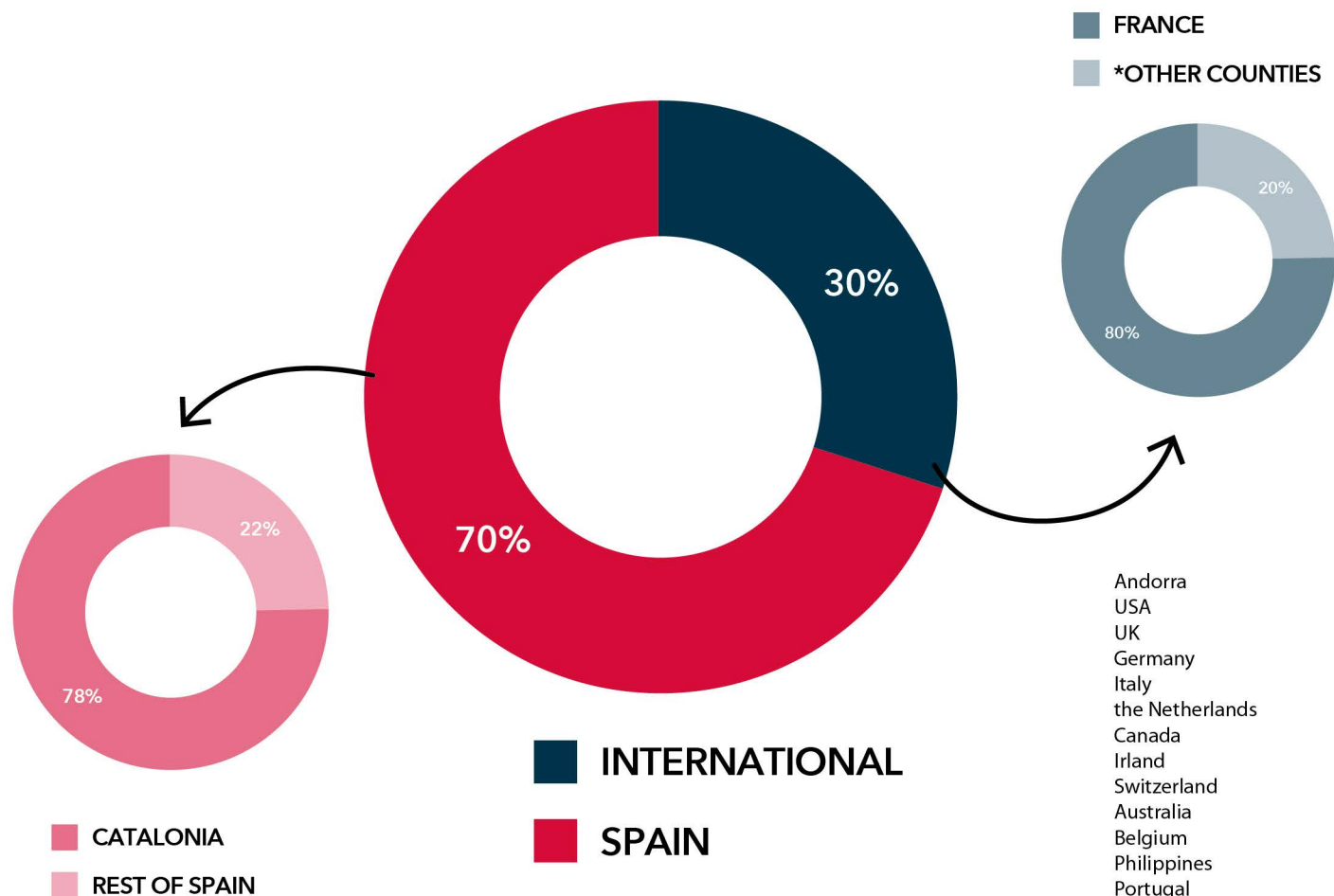


14-18 YEARS
19-30 YEARS
31-40 YEARS
41-50 YEARS
51-60 YEARS
> 61 YEARS

3. VISITORS



COUNTRY OF ORIGIN



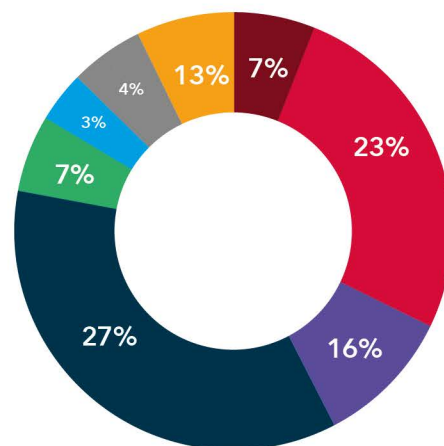
Andorra
USA
UK
Germany
Italy
the Netherlands
Canada
Ireland
Switzerland
Australia
Belgium
Philippines
Portugal
Sweden
Israel
Brazil

*TOTAL: 54 COUNTRIES

3. VISITANTES

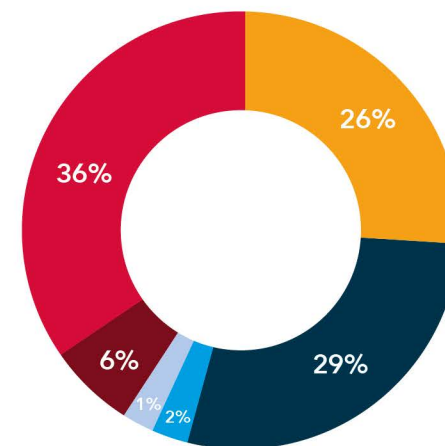


MAIN INTEREST TO VISIT SEA OTTER EUROPE



- ROAD BIKE
- MBT BIKE
- URBAN
- EBIKE
- GRAVEL
- TURISTIC DESTINATION
- KIDS BIKE
- OTHER

HOW DID YOU HEAR FROM US



- SOCIAL MEDIA
- FRIENDS AND FAMILY
- OTHER
- MAGAZINE
- NEWSPAPER
- RADIO

4.EXPO ZONE

EMF INNOVATION
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**MOBILITY
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COSTA BRAVA - GIRONA

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210
STANDS

60

NEW
STANDS

% BRAND
TYPE

30%

BIKE

47%

ACCESORIES &
BIKE COMPONENTS

23%

SERVICES

350
BRANDS

17

COUNTRIES

GERMANY
ANDORRA
AUSTRIA
BELGIUM
BRAZIL
SPAIN
FRANCE
HONG KONG
IRELAND
ICELAND
ITALY
NEW ZELAND
THE NETHERLANDS
PORTUGAL
UK
SERBIA
SWITZERLAND



4.EXPO ZONE

60

BIKE'S
BRANDS

- ATALA
- BASSO BIKES
- LEE COUGAN
- BERGAMONT
- BH BIKES
- BMC
- BULLS BIKES
- PIVOT
- CAMPMARO BIKES
- CANNONDALE
- CANYON
- CAPRIOLO
- CERVÉLO
- CINELLI
- CIPOLLINI
- CORRATEC
- DECATHLON
- ECOBIKE
- FACTOR BIKES
- FELT
- FINNA CYCLES
- FULGUR
- GHOST
- GRANVILLE
- GREENROCK BIKES
- HAIBIKE
- HUSQVARNA
- GAS GAS
- INTENSE
- KTM
- LAPIERRE
- LOBITO
- LOOK
- CORIMA
- MASSI
- MEGAMO
- MERIDA
- MMR
- MOUSTACHE BIKES
- METTA BIKES
- MUNTANE FULL BALANCE
- MYOTRAGUS BIKES
- NINER BIKES
- ORBEA
- RAYVOLT
- RIESE & MÜLLER
- ROCK MACHINE
- ROTWILD
- SANTA CRUZ
- SCOTT
- SPECIALIZED
- TENWAYS
- UNICA BIKES
- VELO DE VILLE
- VIELO
- WHISTLE
- WILDCAT BMX
- WILIER
- WOOM BIKES
- YOUIN

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5.DEMOBIKE



431
BIKES

3.808
BOOKINGS

34
BRANDS

2.815
PLATFORM TEST BY
SEA OTTER EUROPE

3

BRANDS WITH THEIR
OWN PLATFORM

- FULGUR
- SRAM
- LOOK&CORIMA

- ABUS
- BERGAMONT
- BH
- BMC
- CANNONDALE
- CANYON
- CAPIOLO
- CINELLI
- CIPOLLINI
- CLASSIFIED CYCLING
- CORRATEC
- ECOBIKE
- FACTOR BIKES
- GARMIN
- GRANDVILLE
- INTENSE
- LOBITO
- MEGAMO
- MERIDA
- MMR
- OHLINS
- ORBEA
- RIESE & MULLER
- ROCKMACHINE
- ROTWILD
- SCAPIN BIKES
- SPECIALIZED
- TENWAYS
- VELO DE VILLE
- WILIER
- YOUIN
- HAIBIKE
- GHOST
- LAPIERRE

6.SPORT EVENT



+4.400

TOTAL
PARTICIPANTS

52

NATIONALITIES

80%

MEN

20%

WOMEN

SPORT EVENTS:

- Canyon Pirinexus Challenge
- Scott Marathon by Continental
- MTB Classic Sea Otter Europe
- Continental Ciclobrava
- Orbea Girona Gravel Ride
- Canyon E-bike Experience
- Continental Super Cup Massi
- Super Cup Youth
- Open Escolar BTT Sea Otter Europe
- Canyon Urban Ride Girona
- World eBike Series. UCI eMTB World Cup
- Campeonato España Short Track
- Trial Sea Otter Europe

Media partners
with mass
media in the
cycling
industry

80
MEDIA

DISTRIBUTED
TO
+430
MEDIA

125
ACCREDITED

25
NATIONALITIES

MAGAZINE



TV



8.EMF MOBILITY FESTIVAL

EMF INNOVATION
MOBILITY
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**MOBILITY
FESTIVAL**

22
EXPO
BRANDS

18
DEMOBIKE
BRANDS

ABUS
Security Tech Germany

BOSCH

cannondale

CANYON

ELOPS

GARMIN.

GRANVILLE

HAIBIKE

KTM
BIKE INDUSTRIES

LAPIERRE

MERIDA

MOTTY

TROUSTACHE

ORBEA

RIESE & MÜLLER

ROCK MACHINE

SCOTT

SHIMANO

SPECIALIZED

VELODVILLE

WINORA

Youin



**IN LESS THAN 48 HOURS THE TICKETS
FOR CANYON URBAN RIDE WERE SOLD**

THE MOST VISITED FESTIVAL OF URBAN MOBILITY IN EUROPE

» The first festival edition proposed three urban circuits in Girona, which will remain in place following completion of the event. These guided cycling routes took participants through the centre of the city and past a number of cycling-themed hotels, businesses, restaurants and cafés, as well as some of Girona's most emblematic locations. The circuits have been signposted so that they may be ridden all year long, as part of an initiative which fuses mobility with tourism and cycling culture.

9.MEDIA IMPACT



www.seaottereurope.com



SESSIONS
121.510



USERS
76.848



COUNTRIES
154



RANGE
1.986.917

FOLLOWERS
34.474

VIEWS
710.312

TOTAL IMPRESSIONS
2.863.853

*Data from the official Sea Otter Europe's platforms.

9.MEDIA IMPACT



SESSIONS
273.221



USERS
131.347



COUNTRIES
156



RANGE
5.123.181

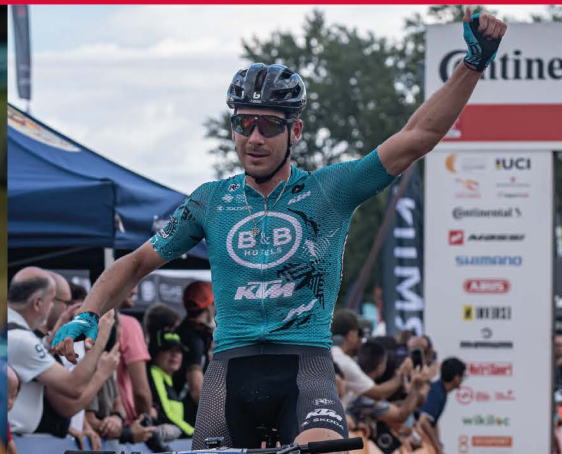
FOLLOWERS
98.893

VIEWS
1.302.905

TOTAL IMPRESSIONS
6.900.674

*Data from Sea Otter Europe & Ocisport's platforms with info of the event.

10. NATIONAL AND INTERNATIONAL FIGURES



Imanol Erviti
David Valero
Simon Andreassen
Victor Koretzki
Samuel Sánchez
Oscar Freire
David Ferrer
Tommi Misser
Koony Looser
Peeter Prus
Hugo Drechou
Samuel Gaze
Jofre Cullell
Sebastian Haedo
Oscar Pujol
Matthew Beers
Rocío del Alba
Vera Looser
Nicole Göldi
Alexis Vuillermoz
Jerome Gilloux
Sergio Mantecón
José Antonio Hermida



TOGETHER WE CAN GO FURTHER
SEE YOU ON 22·23·24 SEP 2023

ORGANIZING



OCISPORT

OUTDOOR EXPERIENCES