

COSTA BRAVA - GIRONA

SEA OTTER EUROPE

Presented by
Continental

EURO MOBILITY FESTIVAL



REVIEW IN NUMBERS

22-23-24 SEP 2023

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The seventh edition of Sea Otter Europe Costa Brava-Girona held on 22, 23 and 24 September 2023 in Girona, achieved surprising figures. An event where all its protagonists (exhibitors, cyclists, visitors, sponsors) agree in cataloging it as the great European meeting point between the cycling industry with its final audience and all fans of this sport.

The festival has had a complete sports programme: with tests for the competition and amateur public, an Expo area with the best brands on the market, Demo circuits ideal for enjoying and carrying out bicycle tests, and more activities dedicated exclusively to the professional public of the sector.

A festival that year after year gains worldwide recognition among the industry and cycling lovers, which has become a necessary and obligatory meeting among the cycling community.

This year, Girona hosted the second edition of the European Urban Mobility Festival, within the framework of Sea Otter Europe. The Euro Mobility Festival is a new event that brings together the main actors in the transformation of sustainable mobility, in line with the European strategy of fewer vehicles in cities and more bicycles, with a desire for coexistence. In this way, an open-air festival format is created in Girona that houses an exhibition area for urban bicycles, navigation systems, components, as well as several urban circuits to test bicycles and other electric mobility systems.

A meeting point with the end public that shows market trends and the best products in the desire to achieve practical and renewed mobility.

In its second edition, the event was part of the consolidated Sea Otter Europe Costa Brava-Girona by Continental cycling festival, with the aim of having its own format and dates in the future.

ACTIVE SPORT



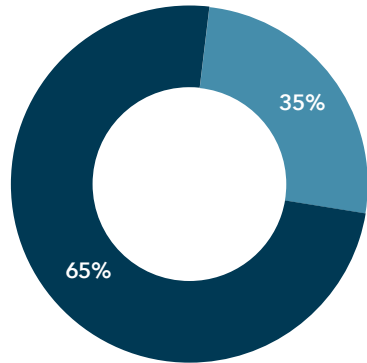
URBAN MOBILITY

NUMBERS

+64.160
VISITORS

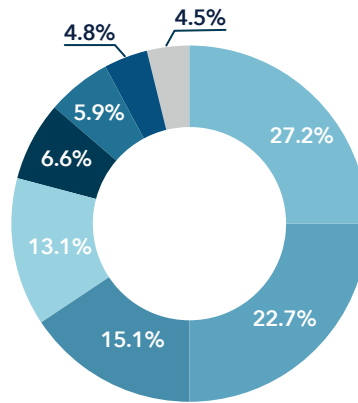
112
NATIONALITIES

GENDER



- WOMEN
- MEN

AGE RANGE



- - 12 YEARS OLD
- 13-17 YEARS OLD
- 18-24 YEARS OLD
- 25-34 YEARS OLD
- 35-44 YEARS OLD
- 45-54 YEARS OLD
- 55-64 YEARS OLD
- +65 YEARS OLD

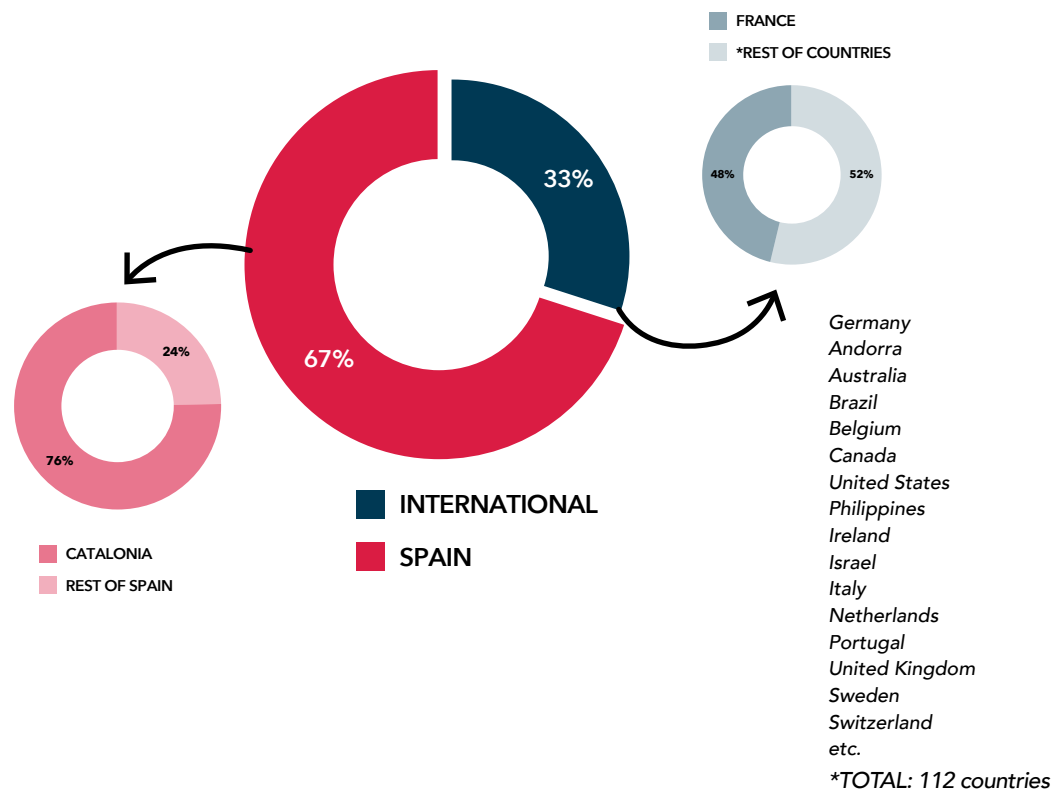


NUMBERS

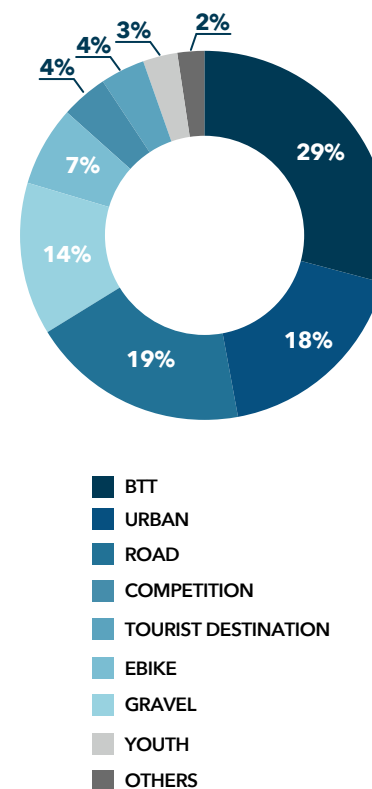
+64.160
 VISITORS

112
 NATIONALITIES

COUNTRY OF ORIGIN



INTEREST IN ATTENDING AT SEA OTTER EUROPE

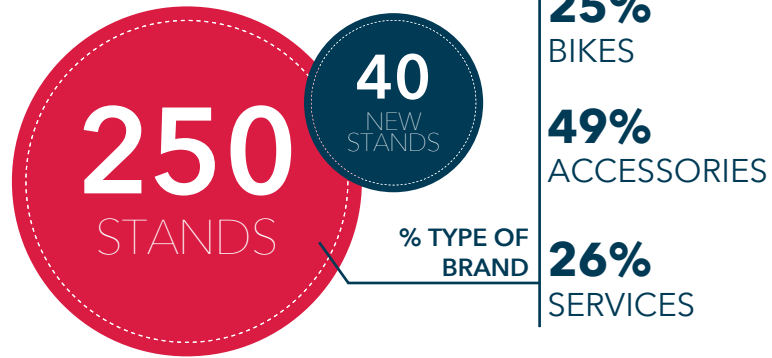


TOTAL FESTIVAL SPACE

72.000m²

EXPO ZONE

35.000m²



- ATALA
- BASSO BIKES
- BEEQ
- BELL
- BERGAMONT
- BEWATT
- BH
- BMC
- BULLS
- CANYON
- CERVÉLO
- CINELLI
- COLNAGO
- CORRATEC
- CUBE
- DECATHLON
- ECOBIKE
- EOVOULT
- ET CYCLE
- FACTOR BIKES
- FELT
- FINNA CYCLES
- FULGUR
- GAS GAS
- GREENROCK BIKES
- GUAVA
- HUSQVARNA
- KTM
- LEE COUGAN
- LEON88
- LOOK
- MASSI
- MEGAMO
- MERIDA BIKES
- MMR
- MONTY
- MOUSTACHE BIKES
- MYOTRAGUS BIKES
- NCM
- NINER
- NORCO
- ORBEA
- PIERER EBIKES
- REVENGE BIKES
- RIEJU
- RIESE & MULLER
- ROSSIGNOL BIKES
- ROTWILD
- SANTA CRUZ
- SAUVAGE BIKES
- SCOTT
- STRUCTURE CYCLES
- SUPERIOR
- TENWAYS
- THE ONE
- UNICA BIKES
- VAAST
- VELO DE VILLE
- VIELO
- VOLTAWAY
- YAMAHA

NUMBERS

2022

431

BIKES

3.808

BOOKINGS

2023

525

BIKES

4.212

BOOKINGS

44

BRANDS
SEA OTTER EUROPE
PLATFORM

- 3T
- ABUS
- ANDREANIMHS
- BASSO
- BEEQ
- BERGAMONT
- BEWATT
- CAMPAGNOLO
- CANYON
- CINELLI
- CLASSIFIED
- COLNAGO
- CORRATEC
- CUBE
- ECOBIKES
- EOVOLE
- FACTOR BIKES
- FELT
- FORBBIDEN
- GARMIN
- GASGAS
- GUAVA
- HUSQVARNA
- LEE COUGAN
- LEONCYCLES
- MEGAMO
- MERIDA
- MMR
- MOUSTACHE
- NORCO
- ORBEA
- REVENGE
- RIEJU
- RIESE&MÜLLER
- ROCKMACHINE
- ROSSIGNOL BIKES
- ROTWILD
- TENWAYS
- VALEO CYCLE
- VELO DE VILLE
- VOLTAWAY
- WAHOO
- WHAT A BIKE
- YAMAHA

6

BRANDS WITH THEIR
OWN PLATFORM

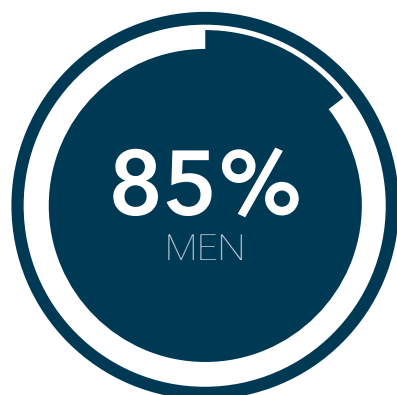
- BH
- BMC
- BOSCH
- FULGUR
- SCOTT
- SRAM

TOTAL PARTICIPANTS

5.300

NATIONALITIES

55



SPORT EVENTS

- SHIMANO SUPER CUP MASSI | MTB XCO
- SCOTT MARATHON | MTB XCM
- CICLOBRAVA BY ORBEA | ROAD
- CANYON GRAVEL RIDE TOUR GIRONA
- CORRATEC EBIKE DAY GIRONA
- MTB CLASSIC SEA OTTER EUROPE
- SUPER CUP YOUTH | MTB XCO
- OPEN ESCOLAR BTT SEA OTTER EUROPE | MTB XCO
- WES UCI eMTB WORLD CUP
- SHORT TRACK | MTB XCC
- TRIAL SEA OTTER EUROPE
- MTB ELIMINATOR CONTINENTAL SERIES | MTB XCE

JOURNALISTS

150

DISTRIBUTION TO
500
MEDIA

90

ASSISTING MEDIA

Media-partnership with national and international media, of the industry and cycling, both top-level and general

PRINTED & FISICAL MEDIA

National



International



TELEVISION

National



International



EXPO BRANDS

150

DEMOBIKE BRANDS

26

MARCAS URBAN

3T

ABUS

BEEQ

BERGAMONT

bewatt

BOSCH

CANYON

CLASSIFIED

CORRATEC

CUBE

DECATHLON

ecobike

eovolt

RIEUX
MACHINE

GARMIN.

MMR

NORCO

ORBEA

RIEJU

RIESE & MÜLLER

ROTWILD

SHIMANO

VELOVILLE

VOLTAWAY

wahoo

what2bike!

THE MOBILITY FESTIVAL
IN SEA OTTER EUROPE

The second edition has consolidated the interest towards urban proposals. In a city adapted to the use of bicycles, the urban demobike has been based on using Girona's routes to get to know the city center and discover the latest developments in the urban sector.

An initiative to merge mobility, tourism and cycling culture, which confirms Euro Mobility Festival as the festival with the most visitors at European level.



PROGRAMA SEA OTTER CONNECT 22.09.23			
HORARIO	TEMA	PONENTE	
12:30h - 12:45h INAUGURACIÓN SEA OTTER CONNECT			
12:45h - 13:45h	<ul style="list-style-type: none"> El usuario urbano de la bicicleta: ¿cómo es, qué valora y qué demanda? 	<ul style="list-style-type: none"> RACC Ricard Casalins Light Mobility Cluster Jaume Canals 	
16:00h - 17:15h	<ul style="list-style-type: none"> Presente y Futuro de la Industria Ciclista 	<ul style="list-style-type: none"> CONEBI Manuel Marsilio AMBE Jesús Freire CIE Marc Anderman, Fernando Ortega SHIMANO Bruno Prieto 	
COFFEE BREAK			
17:30h - 18:15h	<ul style="list-style-type: none"> Ciclo de Ventas 360 ¿Cómo vender más? 	<ul style="list-style-type: none"> TRADEINN David Martín CANYON IBERIA Pablo Martínez BIKING POINT Jordi Masferrer BICI ESCAPA Jose Luis Pardo 	



First edition SOE CONNECT

For the first time, Sea Otter Europe presented its congress called Sea Otter Connect, which brought together crucial players in the bicycle industry and discussed the future of the business, trends, changes and challenges.

Sea Otter Europe Connect was born to respond to the constant needs of the industry regarding the future, preferences and inclinations of a constantly changing market and at the same time, be a connection network for professionals in the sector.

NATIONAL & INTERNATIONAL FIGURES

"Awesome"



ALEJANDRO VALVERDE



"Increasingly better"



CARLOS VERONA



"A place where you have to be"



CEDRIC GRACIA



"An opportunity to experience cycling"



DORIAN GODON



"It's incredible, I'll be back"



GAIA TORMENA



"An environment incredible"



GERARDO ULLOA



"I love it, I've never miss it"



HUGO DRECHOU



"It's an essential date"



JORIS RYF



"It's a luxury to have a festival like this at home"



JOSE ANTONIO HERMIDA



"Very good organization and a great deal to enjoy"



JOSE DIAS



NATIONAL & INTERNATIONAL FIGURES

"Is awesome and huge"



LARA CAETANO



"I'll be back"



LEO HAYTER



"I love it"



LORENZO SERRES



"It is a spectacular event"



NATHAN HAAS



"It is one of the most incredible cycling events I know"



PEETER PRUUS



"Wonderful organization and many things to enjoy"



PURITO RODRÍGUEZ



"Girona is a perfect place for this festival"



SAMUEL SANCHEZ



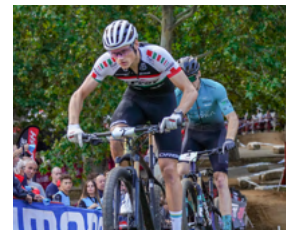
"I always have a good time at Sea Otter Europe"



SERGIO MANTECÓN



"I'm sure I'll be back"



SONDRE ROKKE



"It's fantastic"



TESSA KORTEKAAS



"An incredible cycling festival"



THEO HAUSER





SESSIONS
292.840



USERS
152.839



COUNTRIES
156



REACH
5.840.392

FOLLOWERS
107.848

REPRODUCTIONS
1.958.319

7.798.711
TOTAL
IMPRESSIONS

COMMUNICATION IMPACT OF SEA OTTER EUROPE COSTA BRAVA GIRONA BY CONTINENTAL

+500

**NEWS PUBLISHED
IN NATIONAL MEDIA
AND INTERNATIONAL**

NEWSLETTERS

**20 NEWSLETTERS TO
MORE THAN 40,000 CONTACTS**

+52.500.000

IMPACTS - SOCIAL MEDIA
media, influencers, professional
runners, participants, brands, sponsors
and national and international
collaborators.

2.554.000

**TV IMPACTS
NATIONAL / INTERNATIONAL**

675.000

WES IMPACTS
Coverage from the WES World
ebike Series on the Eurosport
channel.

30.000.000

**IMPACTS IN OFFICIAL
WEBSITES & OTHERS**

3.427.500

EXTERIOR IMPACT

2.300.000

**CAMPAIGN IMPACT ON
MAGAZINES & MEDIA**



20.863.621€

*estimated data according to market

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OFFICIAL BIKE PARK



OFFICIAL MAPPING



ORGANIZING



COSTA BRAVA - GIRONA

SEA OTTER
EUROPE

Presented by
Continental 

EURO
MOBILITY
FESTIVAL

TOGETHER WE WILL GO FURTHER!
SEE YOU ON 20·21·22 SEP 2024

event organized by:



OCISPORT

OUTDOOR EXPERIENCES