

THE GO BIKE MONTRÉAL FESTIVAL

Driver of tourism, economic, social and sustainable development

The Go Bike Montréal Festival is an event created by Vélo Québec as a follow-up to the Tour de l'Île de Montréal, which was first held in 1985. Avid promoter of the bicycle for recreational and practical purposes, it is a driver of economic, social and sustainable development on the Montreal scene. Participatory festival *par excellence*, the Go Bike Montréal Festival is proud to enhance Montreal's reputation as the veritable biking capital of North America!

Impact on tourism and economy

The international reputation of the Go Bike Montréal Festival attracts many people to Montreal. According to a survey conducted by the CROP firm, 24% of participants in the 2017 Go Bike Montréal Festival were tourists and travellers, and 83% of them came to Montreal specifically to participate in the event!

The Go Bike Montréal Festival is a member of the Regroupement des événements majeurs internationaux (REMI), comprising major events and festivals in Québec and spearheading an independent industrial sector, which contributes significantly to the economic, tourism, cultural and social development of Quebec.

Impact on social and sustainable development

A rallying event *par excellence*, the Go Bike Montréal Festival contributes significantly to the growth of biking and the emergence of a true biking culture, both in Montreal and across Quebec. Over the years, more than 87% of cyclists in the Tour de l'Île de Montréal maintain that they bike more often since first participating in the event. This increase has had a positive effect on the environment and a major impact on public health.

Lastly, the Go Bike Montréal Festival mobilizes the entire community. In addition to bringing together some 500 organizations and over 3,700 volunteers each year, it works in cooperation with about twenty boroughs and municipalities. The Go Bike Montréal Festival has now established itself as a true symbol of metropolitan solidarity!

About the Go Bike Montreal Festival

The Go Bike Montreal Festival is an event organized by Vélo Québec and presented by Les Producteurs de lait du Québec, with the Desjardins Group, Sports Experts and the Olympic Park as associate sponsors. Among the public partners that provide invaluable support to the Festival are the Ville de Montréal, the Government of Québec and Tourisme Montréal.

About Vélo Québec

Vélo Québec was founded in 1967, with the mission of promoting and developing cycling. Today, its expertise is recognized throughout the international cycling community.