Dryland events
The Facts...

- 8 events
- Mountain biking & trail running
- 15,000 annual athletes and supporters
- 30 countries represented
- Extensive television and video streaming productions on all events
- R150,000,000,00 in media value generated over 12 months (only in SA)
- Large annual socio-economic impact
**Dryland In Numbers Over the Last 12 Months**

- **3 000 504**: Amount, in Rands, paid to community partners annually.
- **32 582**: Accumulative ascent, in meters, of all events or 3.5 x the height of Everest.
- **1 472**: Temporary jobs created in a year.
- **5000**: The “new” water in m³ Dryland creates annually.
  - Eradicating alien vegetation
  - All events are water-neutral
- **6 000**: Number of participants.
- **70%**: Gender split.
- **30%**: Gender split.
- **35-50**: Age range.
- **7-10**: LSM Group.
- **1 023 568**: Total kilometers covered by athletes in the last 12 months or 25 x around the earth.
- **10 215**: Route tags used during the last 12 months.
- **2164**: Number of Dryland TV and broadcast minutes per annum.
- **25**: Number of countries represented at Dryland events.
- **605 600**: Quantity of ice blocks used at waterpoints annually.
- **11 460**: Number of banana loaf slices served.
- **Most Dryland event participants reside in Gauteng and the Western Cape.**
International Riders
Momentum Health CAPE PIONEER TREK
presented by Biogen
Mossel Bay - George - Oudtshoorn, Western Cape

DESCRIPTION
• Established in 2009 • Seven day international mountain bike stage race, through the Southern Cape Garden Route • The only stage race in SA (other than the Absa Cape Epic) to achieve full UCI status • The most diverse route terrain in Africa

PARTICIPANTS
• 350 riders in 2017 • 450 riders expected in 2018 • 60% of riders are from Northern provinces

PARTICIPANT DEMOGRAPHIC
• Age 33-65 years • Professionals in managerial positions and higher, living in Gauteng or Cape Town)

START: MOSSELBAY
FINISH: OUDTSHOORN
WESTERN CAPE, SOUTH AFRICA

OCTOBER 13-20
2018
7 DAY
MTB
UCI