

# RAINBOW BRIDGE RIDE・MULTISPORTS

## [Event Outline]

### ■ Date

November 23, 2023 (Thursday, Public Holiday)

### ■ Venue

<RAINBOW BRIDGE RIDE>

Waterfront area (Daiba, Uminomori, Wakasu, etc.)

<MULTISPORTS>

Aomi R Area (Finish point for the ride)

Telecom Center Building

### ■ Program

<RAINBOW BRIDGE RIDE>

Ride event you can experience the special feeling of cycling through Tokyo landmarks such as Rainbow Bridge and Tokyo Gate Bridge.

Three courses are available: Long 32km, Middle 19km, Short 8km.

<MULTISPORTS>

Enjoy activities such as a variety of sports and VR experiences including cycling and urban sports, competitive demonstrations by professional athletes, live performances, character shows, and more for participants of all ages.

A food area with curry food trucks will also be available.

### ■ Participants/Visitors

RAINBOW BRIDGE RIDE

: Approximately 4,500 participants

MULTISPORTS

: Approximately 15,000 participants



[Official Website]

<https://grand-cycle-tokyo.jp/rinkai/>

# [RAINBOW BRIDGE RIDE]

## ■ Rainbow Bridge



## ■ Tokyo Gate Bridge





# [RAINBOW BRIDGE RIDE]

## ■ Start Ceremony



## ■ Finish Area



## ■ Aid Station



## ■ Roadside Cheering



# [MULTISPORTS Aomi R Area]

## ■ Stage Programs ①



## ■ Stage Programs ②



## ■ Parkour Performance



## ■ BMX Performance ①



## ■ BMX Performance ②





# [MULTISPORTS Aomi R Area]

■ Henshin Bike



■ Para-cycling Experience



■ Strider Enjoy Cup



■ Kids Sports Bike School



■ Amputee Soccer



## [MULTISPORTS Aomi R Area]

■ Bicycle Safety Awareness Booth



■ Metropolitan Police Department Booth



■ Tokyo residents' safety Development Department Booth



■ Bureau of Transportation  
Tokyo Metropolitan Government  
Cycle Bus



■ Curry Festival



■ Event venue view





# [MULTISPORTS Telecom Center Bidg.]

## ■ Main Stage



## ■ Climbing School



## ■ Reflector Workshop



## ■ Digital Stamp Rally



# [MULTISPORTS Telecom Center Bidg.]

## ■ Urban Sports Lesson(Double Dutch)



## ■ Urban Sports Lesson(skateboard)



## ■ Urban Sports Lesson(Parkour)



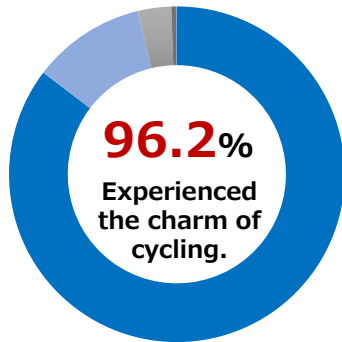
## ■ Tokyo 2020 Games Legacy Exhibition





## [Questionnaire Survey]

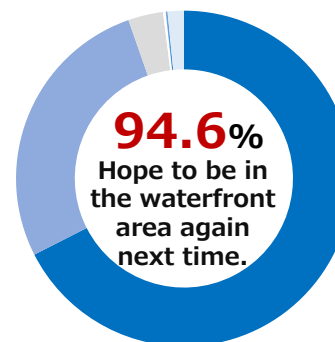
**Q1 How did you feel about participating/visiting GRAND CYCLE TOKYO in relation to cycling?(n=1148)**



1.I found it fascinating	979	85.3%
2.I found it somewhat fascinating.	125	10.9%
3.Can't say either way	37	3.2%
4.I didn't feel much attraction.	5	0.4%
5.I didn't find it attractive.	2	0.2%

**More than 90% found it fascinating, somewhat attractive.**  
[Contributing to the promotion of the appeal and use of bicycles.]

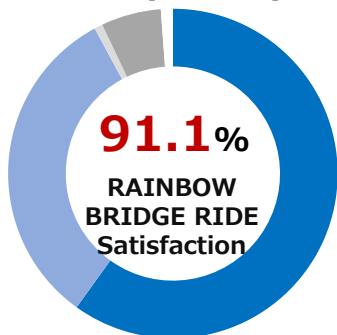
**Q2 Do you want to visit the waterfront area again?(n=1157)**



1.I would love to visit again.	781	67.5%
2.I want to visit again.	314	27.1%
3.Can't say either way.	39	3.4%
4.I don't want to visit so much.	3	0.3%
5.Not at all.	2	0.2%
6.Other(Reside in waterfront area, etc)	18	1.6%

**More than 90% would love to come back and visit again.**  
[Contribute to local PR and revitalization.]

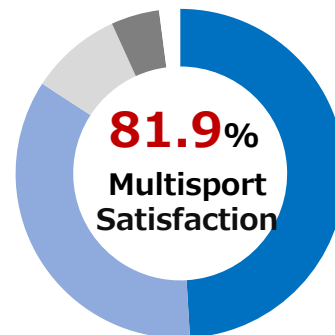
**Q3 Did you find satisfaction in participating in the GRAND CYCLE TOKYO "RAINBOW BRIDGE RIDE"?(n=851)**



1.Completely satisfied	510	59.9%
2.Somewhat satisfied	274	32.2%
3.Don't know	7	0.8%
4.Somewhat dissatisfied	50	5.9%
5.Very dissatisfied	10	1.2%

**About 90% were completely satisfied or somewhat satisfied.**  
[Promoting the appeal of sporting events through bicycles.]

**Q4 Were you satisfied with Multisport?(n=527)**

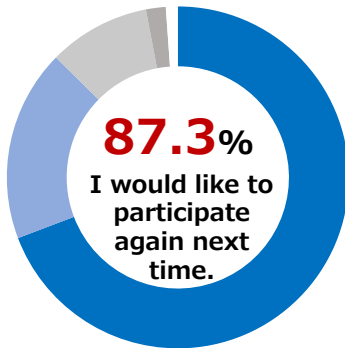


1.Completely satisfied	210	39.8%
2.Somewhat satisfied	222	42.1%
3.Don't know	57	10.8%
4.Somewhat dissatisfied	25	4.7%
5.Very dissatisfied	13	2.5%

**About 80% were completely satisfied or somewhat satisfied.**  
[Provides an opportunity to develop an interest in various sports.]

## [Questionnaire Survey]

Q5 Do you want to participate in/attend the next GRAND CYCLE TOKYO (RAINBOW BRIDGE RIDE・MULTISPORTS)?(n=1069)



1. I would very much like to participate.	740	69.2%
2. Slightly interested in participating.	194	18.1%
3. Can't say either way.	103	9.6%
4. Do not want to participate very much.	20	1.9%
5. Not at all.	12	1.1%

About 90% would like to participate again next time, or somewhat.  
[Contribution to sports promotion, realizing the establishment of GCT.]

Q6 Would you recommend GRAND CYCLE TOKYO to others? Please rate on a scale of 0 to 10. (n=1064)



10	427	40.1%
9	162	15.2%
8	280	26.3%
7	129	12.1%
6	18	1.7%
5	31	2.9%
4	3	0.3%
3	5	0.5%
2	1	0.1%
1	6	0.6%
0	2	0.2%

More than 90% (more than 7 points) want to promote it to others.  
[Growing into a recommended event.]

Q7 Exposure of GRAND CYCLE TOKYO  
(Number of exposures on TV, WEB, etc.)



[Tokyo's new attractions are being widely disseminated!]



# [Generalize]

## RAINBOW BRIDGE RIDE

In 2023, the event was blessed with fine weather and attracted approximately 4,500 participants, more than double the number of 2022. The Tokyo Gate Bridge was newly added to the course, and we believe that the course became more attractive and satisfying for participants.

Since 2023, tandem bicycles have also been allowed to participate in the event, making it possible for everyone from bicycle enthusiasts to families to enjoy the event in a wider variety of ways than ever before.

## MULTISPORTS

Approximately 15,000 visitors attended the event, more than last year. At two indoor and outdoor venues, the event also featured programs to promote interest in bicycles and bicycle safety activities for visitors to learn about bicycles while having fun. We were able to convey the appeal of bicycles and the importance of safety to many people.

In addition to bicycles, we also offered urban sports experiences, workshops, talk shows, and other activities that were enjoyed by people of all ages and conveyed the fun of sports.

## Overall

The survey results show that most of the programs have improved compared to 2022. We feel that this is a result of our success in sharing the new appeal of bicycles and Tokyo through this event.

**In the future, we will continue to improve the event so that it will grow as a representative event of Tokyo and eventually become a globally recognized cycling event.**