



2023 WALTON TRANSCAN | EVENT REPORT

THE **HARD NUMBERS** REPORT

TOTAL GNC AMATEUR CLASSES:	26 + 2
TOTAL GNC AMATEUR ENTRIES:	901
TOTAL TRIPLE CROWN SERIES ENTRIES (4):	154
TOTAL ENTRIES COMBINED:	1055
AMATEUR INCREASE FROM 2021:	4.5%
TOTAL AMATEUR REGISTRANTS:	563
TOTAL AMATEUR ATTENDANCE:	1439

TOTAL SPECTATORS:	6,887
TOTAL DAY VISITS:	25,412
TOTAL TICKET COMPS (ALL WEEK):	566

TOTAL PAID EVENT STAFF:	67
TOTAL PAID EVENT STAFF (YOUTH*, %):	76%
TOTAL FULL TIME STAFF:	8
TOTAL VOLUNTEERS:	6

TOTAL YELLOW BIBS:	85
TOTAL MOTO WINNING MEDALS:	78
TOTAL TROPHIES + PLAQUES:	272
TOTAL SPECIAL AWARDS:	8
TOTAL RECIPIENT AWARDS FOR EVENT:	481
TOTAL VALUE OF SOCIAL EVENT PRIZING:	\$16,750
TOTAL VALUE OF ALL AWARDS + PRIZING:	\$106,243

REGIONAL ENTRY REPRESENTATION (AMATEUR)

ATLANTIC	2%
QUEBEC	6%
ONTARIO (FOUR REGIONS)	71%
MANITOBA	4%
SASKATCHEWAN	1%
ALBERTA	6%
BC	7%
USA/OTHER	3%

* Human Resources and Skills Development Canada defines youth as anyone between the ages of 15-24.



THE **ECONOMIC IMPACT** REPORT

The regional and provincial economic impact report for the 2023 Walton TransCan was generated using the Ontario Tourism Regional Economic Impact Model (TREIM) as provided by the Ministry of Tourism, Culture and Sport.

The report generated provides an estimate of the economic impact that the 2023 Walton TransCan is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated (excluded from this report). The analysis is based on data provided to the MTCS Tourism Regional Economic Impact Model, and shows the impact on Huron (3540) specifically and relates to the number of visitors attending the event.

Tourism is defined as all activities that people engage in when travelling outside their usual environment for any purpose. For the purpose of this tool, a visitor is someone who takes an overnight out-of-town trip or an out-of-town same-day trip of 40 kilometres or more away from his/her home for purposes other than commuting to work or school, being on a diplomatic mission, going shopping as part of a regular activity, and going to regular appointments for doctors or religious ceremonies.

SUMMARY OF FINDINGS

TOTAL VISITOR'S SPENDING:	\$1,161,522
LABOUR INCOME:	\$400,426
EMPLOYMENT (JOBS):	9

MAJOR ECONOMIC IMPACTS ON INDUSTRY

RETAIL TRADE:	\$65,175.00
CAR RENTING + LEASING:	\$6,757.00
GROUND TRANSPORTATION SERVICES:	\$6,008.00
OTHER TRANSPORTATION:	\$72,065.00
ACCOMMODATION SERVICES:	\$68,533.00
FOOD + BEVERAGE SERVICES:	\$101,464.00
ARTS, ENTERTAINMENT + RECREATION:	\$58,092.00
MANUFACTURING:	\$19,550.00
OTHER SERVICES:	\$18,245.00
NET INDIRECT TAXES:	\$165,392.00



THE MARKETING REPORT
2023 ANALYTICS

Determined to continue the growth in spectators we experienced in 2022, we invested in local radio ads and marketing programs, guerilla marketing (posters) and targeted ads on Facebook, Instagram and Google.

We also partnered with CGF Media Group to produce daily reels and story generation, and the iconic James Lissimore Photography for daily recaps featuring his top photographs.

On the Sunday, for the fifth year running, we hired Grand River Inflatables to host a free-to-use bouncy castle park. The point of the park is to allow parents with little ones a way to entertain them while the older kids/family members were watching the races!

When the spectator parking lot was 3/4 full before the first pro moto, we knew that our hard work and investments had paid off.

TransCan Event Posters
Quantity: 250
QR Code Scans: 112
Radius: 45km



2023 WRW/TransCan Digital Media Marketing Jan-August YTD

	Followers [1]	Impressions	Reach	Visit	Growth YTD
Total	81,932	4,112,866	1,953,902	154,889	3,709
Breakdown					
Constant Contact	4,857 [2]	27,972 [3]	57,235 [4]		168
Facebook					
Walton Raceway	21,100		292,114	23,573	207
Ads		1,126,584	623,558		
TransCan	19,384		335,530	21,904	312
Ads		1,058,421	402,003		
WLTN Kawasaki	6,223		200,960	1,719	54
Instagram					
Walton Raceway	15,527	618,491	42,502	19,726	1,421
WLTN Kawasaki	14,841	815,163	638,738*	43,048	1,547
					*(950% non-followers)
Websites					
Walton Raceway				23,365	
TransCan				21,554	
Google Adwords		466,235			



Blackburn Media Radio Advertising
Dates: August 4-13, 2023
Daily Radio Ads: 45
Total Radio Ads: 135

THE **MARKETING** REPORT CONTINUED

LIMITED EDITION MEDIA

A limited edition Amateur Program cover, 20-2022 Amateur Champion Trading Cards, retro TransCan logos, TransCan WLTN Kawasaki team posters and the official 2023 Walton TransCan GNC event t-shirt - we continued the traditions and made a few new ones for the fans this year! We also produced the 52-page program in-house with over 5,000 copies handed out to riders and spectators throughout the week.



THE **MORE** REPORT

RIDE WITH ME

RIDE with me



WLTN
RACEWAY

Tanner
Steffler
FOUNDATION

5TH ANNUAL



On Saturday, August 12th Racing for Mental Wellness, in partnership with Walton Raceway and the Tanner Steffler Foundation, hosted the fifth annual Ride With Me cycling fundraiser for mental health awareness. The riders cycled a 24km loop surrounding Walton Raceway and welcomed participants back to a catered lunch and featured keynote speakers Danny Zhilkin and Lorenshoss of Zhilkin's Vision. Fundraising for the ride cumulated during the Amateur Awards Ceremony where we celebrated raising just over \$14,000.00 for the Tanner Steffler Foundation and CMHA Oxford! To date, RWM has fundraised \$56,607.00 thanks to the continued generous support of our industry and its riders!



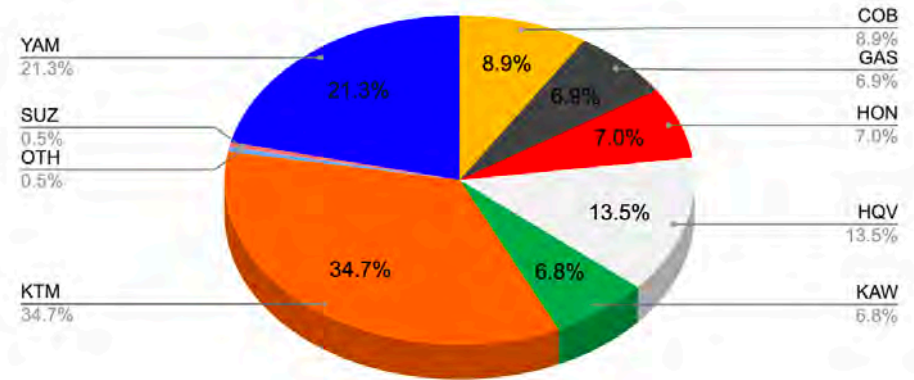
THE **MORE** REPORT CONTINUED

OEM REPORT

It's no surprise that KTM retained the coveted Manufacturer's Cup for the 2023 Walton TransCan GNC. Demonstrating nearly 35% of the market share for 2023. With GasGas and Husqvarna eating up another 20% (up from 13% in 2022), the KTM Group are, one again, the manufacturers to beat for 2024.

Honourable mention: Aside from the KTM Group, Cobra Minicycles were the only other manufacturer to record an increase: 76 entries in 2023 vs 36 in 2022.

2023 Walton TransCan Manufacturer Demographics



Class	BRAND									
	COB	GAS	HON	HQV	KAW	KTM	OTH	SUZ	TM	YAM
Tykes	1	3	2	1		7	3			11
50cc 4-6	13	2		6		16				
50cc 7-8	20			5		10				
50cc GP	24	1		5		18				
65cc 7-9	4	4		4	1	16				13
65cc 10-11	2	3		6	1	10				4
65cc GP	6	2		6	5	16				13
85cc 7-11	6	6		7	1	17				10
85cc 12-16	1	7		7	3	12		1		7
Supermini		5		9	5	29				8
Girls 9-16		2	2	2	3	11				6
Schoolboy 1		3		10	1	17				12
Schoolboy 2		1	2	3	3	7		1		4
250 Junior		4	6	5	3	11				15
Open Junior		3	4	4	5	9				11
250 Intermediate		1	2	3	2	7				8
Open Intermediate		1	3	3	2	7				7
Ladies				9	6	12				4
Youth Beg/Jun/Int		2	6	5	5	11				9
Plus 25		1	4		1	10	1			5
Plus 30B		2	2	6		7				4
Plus 30C			9	1	2	5		1		7
Plus 40A		1	1		2	2				1
Plus 40B		1	7	2	2	7	1	1		7
Plus 50		1	9	4	1	5	1			2
Pro/Am		4	2	1	4	11				7
Two Stroke		2	1	2		13	1			7
TOTAL	76	59	60	115	58	296	4	4	0	182

THE **MORE** REPORT CONT
AMATEUR AWARDS CEREMONY

Over 250 awards were given out during the Amateur Awards Ceremony, including 8 of the coveted special awards such as the Fox Racing Instinct Bronze Boot + Yamaha Motor Canada bLU cRU Factory Ride Award. The 2023 Amateur Awards Ceremony, hosted by Ryan Guald and with special guests culminated with a beautiful fireworks show and many reasons for celebration. Kourtney Lloyd also took the stage to introduce the 2023 Team Canada MXdN riders: Dylan Wright, Jess Pettis and Ryder McNabb.



THE MORE REPORT CONTINUED

SOCIAL ACTIVITIES



Social events are no longer limited to taking place after racing. This year we balanced 23 events throughout the week - a little something for everyone.

1. Track Walks (5)
2. Husqvarna Coffee Time
3. BINGO!
4. Stride With Me
5. SHIFT Holeshoot Challenge
6. Golf Cart Parade
7. Team Canada MXoN Fundraising Booth
8. 50cc Racer Pro Rig Tour



THE **MORE** REPORT CONTINUED



THE **MORE** REPORT CONTINUED





THE FACILITY REPORT

The Gatehouse proved to be the big hit of the TransCan once again. From gelato to WLTN branded merchandise, the daily visitors averaged at 288 over the six days.

New this year, thanks to the generous funding of the Government of Canada through the Federal Economic Development Agency of Southern Ontario (FedDev Ontario) the Edge of Walton Community Project was able to install a natural swimming pond adjacent to the Gatehouse. The pond proved to be an early fan-favourite for the facility - who cares about fencing if you have a sweet spot to cool down in after motos!

Funded by:
Federal Economic Development
Agency for Southern Ontario

Canada





From motocross to kids camps, from beekeeping to pit bike racing, **Walton Raceway** offers a broad spectrum of events and partnerships in our community that create an incredibly diverse facility.

Offsetting our carbon footprint is also incredibly important to us at Walton Raceway. We've also taken the pledge to conserve and protect the land we call home. We have become local leaders in environmental programming and community involvement which has allowed us to maintain all of the wonderful features our 200 acres has to offer.

The **Edge of Walton Challenge Course** is our registered non-profit organization located just past the entrance of Gate B. Each year we welcome thousands of elementary, high school and camp aged children to the facility to experience our programming and unique learning environment. For the second year, the Edge of Walton offered a free kids day camp to families attending the event for three of the days during the week. Kids learned about local biodiversity, participated in crafts and climbed the 50ft tower to cap off the week!

2023 ANNUAL NUMBERS

Number of Total Event Days:	68
Number of School Aged Children:	966
Number of TransCan Kids Camp Attendees:	57
Number of Trees Planted:	50
Number of Trees Planted (to date):	80,000
Number of MWh Generated (Solar Building):	135
Amount CO2 Saved:	14.5 tonnes
Number of MWh Generated (to date):	1,078
Amount of CO2 Saved (to date):	115 tonnes
Number of Protected Wetland Environments:	7
Number of Conservation Beehives:	6

A partnership with Tri-City Bee Rescue





WALTON TRANSCAN

AMATEUR GRAND NATIONAL CHAMPIONSHIP

2023 WALTON TRANSCAN EVENT REPORT

COMPILED BY WALTON RACEWAY LTD
SEPTEMBER 2023

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