



Santa Fe Thunder Half Marathon – 2015

Santa Fe OTAB Marketing Grant – Final Report
Amount of Award - \$15,000

The 5th running of the Santa Fe Thunder Half Marathon took place on September 20, 2015. In the past 3 years, the race has grown over 50%, with 1,627 entrants from 41 states and 6 countries participating.

The Race generated 1,139 room nights and \$869,000 in direct and indirect spending in the local area, according to the Financial Impact Report prepared by Southwest Planning.

Global Running Culture created the Race as a destination event, with the objective of attracting runners to Santa Fe from around the Country and world for a bucket list experience. The Race and Santa Fe are each unique and we have built a reputation as a “must do” event for runners who enjoy combining their races with a vacation. As a point of reference, in 2014, there were 34 half marathons in the United States that drew over 10,000 participants.

Our objective is to continue growing the Race through advertising, earned media, social media and word of mouth and to extend Santa Fe’s high season event calendar into the third weekend of September.

Specific Questions:

1. Post Event explanation of expenditures and revenues.

The budget for the 2015 race was \$70,000. Actual expenditures are still being processed, but will not exceed the budgeted amount. Race entry fees and sponsorships generated approximately \$85,000 in revenue, which will enable Global Running Culture to further its mission of improving young lives through the power of sport.

Total advertising expenditures was approximately \$29,000.

2. Descriptive breakdown of how the event directly produced tourism revenue (i.e. # of attendees, participants, number of room nights).

~~This year's race attracted a total of 1,627 entrants, 581 of whom traveled from out of state~~ and approximately 667 traveled from within New Mexico, from outside Santa Fe. Entrants came from a total of 41 states.

Per the Southwest Planning economic impact study, the overall economic impact of the event was \$869,000. The total number of room nights generated was 1,139.

On average, each party spent \$635 during their visit for the event. Average spending for parties from more than 50 miles away from Santa Fe was \$975 during their 2.6 days' stay.

3. An estimate of economic impact other than hotel room-nights.

As a destination event, our race is designed to bring people to Santa Fe for a specific event. Participants typically bring their families and treat the event as part of a vacation. In-state participants from >50 miles away typically enjoy a meal following the race.

Per the Southwest Planning economic impact study, the total non-hotel economic impact of the event was \$710,000.

The event generated over \$39,000 in tax revenue.

Santa Fe Thunder Half Marathon

2015 Santa Fe Thunder Half Marathon Survey Findings- FINAL

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Findings

Introduction

- On September 21, 2015, **1,627 runners** from over **forty (41) states** participated in the half marathon.
- 78% of the attendees participated in the Half Marathon and 22% participated in the 5K. There was very little participation (less than 1%) in the Santa Fe Thunder Walk.

Economic Impact

- The total economic impact of the event is \$869,787. This includes spending by visitors, indirect/induced spending impact, and event organizer's spending in the community.
- On average each party spent \$635 during their visit for the event. Average spending for parties from more than 50 miles away from Santa Fe was \$975 during their 2.6 days stay.
- Nearly \$40,000 (\$39,781) was contributed to the local economy in taxes generated by the event.
- Average party size (including groups was 2.9) Party size ranged from one person to a group of 41. Average party size excluding groups over the size of 4 was 1.9.

Reason for Visiting

- Less than 2% of the participants were in the area for any other reason than to run in the Santa Fe Half Marathon.
- Eighty-four percent cited the race as the "Main Reason" they visited Santa Fe.
- Fifteen percent (14.8%) said it was "One of the reasons" for the visit.

How they heard about the Santa Fe Thunder Marathon

- One fourth (25.6%) of the respondents had heard of the event from "Past Experience", followed by "Social Media (14.2%), "Print Advertising" (10.5%), "Print Article" (10%), "Another Website" (9.9%) and "Brochure" (4.2%).

Respondents provided additional open-ended comments about where they heard about the event

- Fifteen percent (14.7%) of these respondents saw a "Billboard", followed by Oklahoma City expo (10.7%), "active.com" (8.7%), halfmarathons.net (8%), "Runnersworld.com (7.3%), "runnintheUSA.com (4.7%), "Boulderexpo" 3.3% and "halfanatics.com" (2.7%).

Findings

Lodging-Where they stayed

- Four out of five race participants spent the night in the Santa Fe Area.
- Respondents who overnighted in Santa Fe spent an average of 2.6 nights in Santa Fe.
- Total hotel room nights by event participants in Santa Fe and the surrounding area was 1,139.
- Hotels/motels/B&B's accounted for 85.3% of the lodging attendees stayed in. Seven percent (7%) of the participants stayed in "Vacation rentals" and 6% stayed with friends/relatives.
- Nearly two-thirds of the participants (58.3%) stayed at one of the events six host hotels.
- Seventy-one percent of these participants used a lodging discount offered by the event at these host hotels.
- The vast majority of the 42% of the participants that stayed in a non-host hotel/motel stayed in a discount property (i.e. Motel 6/Comfort Suites).

Likelihood to recommend to a friend/relative

- On a scale from 1-10, with a 1 being "least likely" and a 10 being "extremely likely". Respondents rated the likelihood to recommend 8.8 out of 10.
- Sixty-three percent (62.7%) will or might attend the 2016 event.
- Thirty-seven percent said that they would not attend the 2016 event. Sixty percent (69.7%) of those that would not be attending the 2016 event would not attend primarily because they run their "different states or races" each year.
- For 9.7% of those not attending, distance and expense were the main reason.
- Ten percent (9.7%) would not attend because the "terrain was too difficult".

What event organizers did well

- Great Water stops (14.1%)
- Great Volunteers (13.7%)
- Nice medals/shirts (11.4%)
- Convenient packet pick-up (10.4%)
- Transportation, shuttles (8.2%)
- Great route (5.9%)
- Well organized (5.1%)

What needs improvement

- Not enough water and different beverages at water stops and end of the race (19.6%)
- More porta-potties (16%)
- Better traffic Control (9%)
- Lack of entertainment/after party/crowds (7.9%)
- Not enough shirt sizes (7.8%)
- Start the race an hour earlier (6.2%)
- 5k Course too difficult (4%)

Findings

Length of Stay in Santa Fe

- Race participants spent an average of 2.6 days in the Santa Fe area as a result of attending the race.

Additional days spent in New Mexico

- Respondents who overnighted in Santa Fe spent an average of 0.7 nights in New Mexico outside of Santa Fe.
- Respondents that spent additional nights in New Mexico spent an average 2.6 additional nights in New Mexico. Generating another 263 overnight stays in New Mexico.

Residence of Participants

- 78.7% of the visiting population for the Santa Fe Thunder came from outside Santa Fe.
- 60.0% of the visiting population came from 50 or more miles away from Santa Fe.
- Attendees came from 41 states. 87.6% of the respondents came from five states; New Mexico (62.4%), Texas (8.4%), Arizona (5.8%), Oklahoma (5.8%) and Colorado (5.2%).
- Out of state participants accounted for 34% of the participants.

Demographics

Gender - 61% female

Age - Average age 42

Education

- Three-fourths (74.5%) Bachelor's degree or above
- Thirty-eight percent Master's Degree and above

Ethnicity

- White/Anglo 57.1%
- Hispanic (19.9%)
- American Indian (17.3%)

Median Income - \$93,851

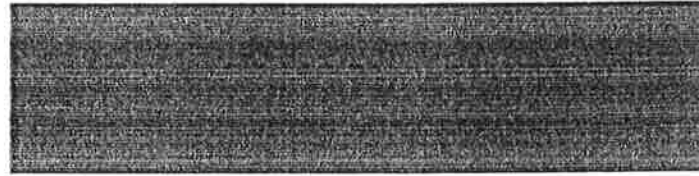
Takeaways

- **Overview**
The Santa Fe Thunder is a growing event and assuming race organizers continue to market and manage the event as they have in the past three years, the race can be expected to grow exponentially for several years.
- **Economic Impact**
Nearly 80% of the race participants come from outside the area. These visitors have a substantial economic impact (nearly \$900,000) on the local economy.
- **Marketing**
Continuing a broad marketing approach is critical (brochures, print advertising, public relations). However, social media and websites (runner oriented) are the primary way that participants heard about the event. Billboards were effective in the New Mexico market. Attending tradeshows/expos in Colorado and Oklahoma were also effective marketing tools.
- **Likely to recommend/attend in 2016**
- Nearly nine out of ten participants are likely to recommend the race to friends/relatives.
- A challenge for race organizers is thirty-seven percent said they would not attend again. The primary reason was that they don't repeat a race each year either because they are attempting to run in all 50 states or simply don't run more than once in a race. Race organizers will need to tie into runners from throughout the United States that have not run a half marathon in New Mexico to continue growing the event.
- The majority of visitors to Santa Fe as well as participants in the race, come from surrounding states (drive market). Race organizers should focus marketing efforts on the drive market (within 800 miles of Santa Fe).
- The participants are highly educated and have high incomes and are "younger" middle age (avg. age 42). This is the target market for Race organizers.
- Native American participation in the race can continue to grow the event (currently 17% of the participants). Race organizers have an opportunity to tie in with the numerous Native American races held throughout New Mexico all year.

Visit/Attendance- Participants

Participants

1627



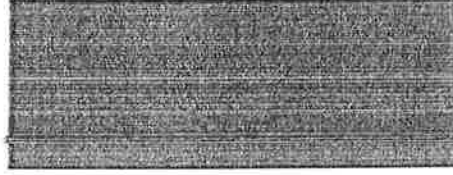
2015

1357



2014

1072



2013

14

52% increase 2013-2015

Visit/Attendance-State of Residence

State	%	State	%
NM	62.4%	OR	0.3%
TX	8.4%	WA	0.3%
AZ	5.8%	DC	0.2%
OK	5.8%	NC	0.2%
CO	5.2%	SC	0.2%
CA	2.2%	UT	0.2%
KS	1.2%	KY	0.1%
FL	0.8%	MS	0.1%
MO	0.6%	MT	0.1%
IA	0.6%	WI	0.1%
MN	0.6%	WY	0.1%
GA	0.5%	AR	0.1%
IL	0.5%	DE	0.1%
MD	0.5%	ID	0.1%
VA	0.5%	Intl	0.1%
MI	0.3%	ME	0.1%
NY	0.3%	MX	0.1%
PA	0.3%	NE	0.1%
SD	0.3%	NV	0.1%
TN	0.3%	OH	0.1%
MA	0.3%		

87.6% of participants came from 5 states.

Out of state participants accounted for 34% of the participants.

Year	2013	2014	2015
# States Represented	26	32	41

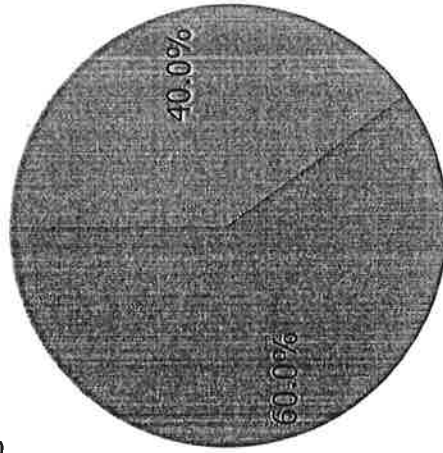
Year	2013	2014	2015
# Respondents Out of State	184	281	581

Visit/Attendance-Residence

78.7% of the visiting population for the Santa Fe Thunder came from outside Santa Fe.

60.0% of the visiting population came from 50 or more miles away from Santa Fe.

Residence



- Resident Attendees (live within 50 miles of Santa Fe)
- Out-of-Town Attendees (live more than 50 miles from Santa Fe)

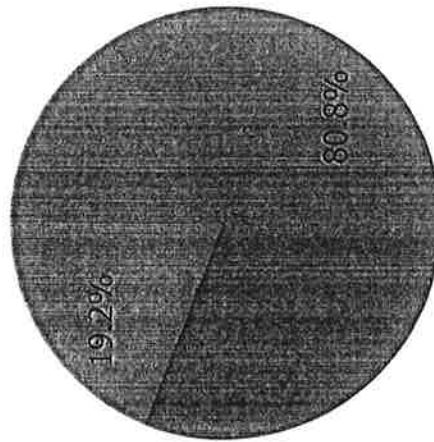
Do you live...

Did you spend one or more nights in Santa Fe while participating in the Santa Fe Thunder Half Marathon?

Length of Stay

Four out of five race participants spent the night in the Santa Fe Area

% Out-of-Town Attendees who Overnighted in Santa Fe



■ Yes
■ No

Respondents who overnighted in Santa Fe spent an average of 2.6 nights in Santa Fe

Do you live...

Did you spend one or more nights in Santa Fe while participating in the Santa Fe Thunder Half Marathon?