



Blue Mountain Village Association

First Centurion Cycle Festival Event Survey 2010



The Resource Management Consulting Group
www.rmccg.ca

Blue Mountain Village Association

First

CENTURION
THE BLUE MOUNTAINS, ONTARIO Canada

Survey 2010



 **The Resource Management Consulting Group**
October 2010

Background

- Blue Mountain was first Centurion Cycle Festival in Canada
- Two 2010 races in Colorado and Wisconsin
- Festival organizers received Celebrate Ontario grant for 2010
- 2-day event September 11 & 12, 2010
 - Saturday – 25 mile and 50 mile courses
 - Sunday – 100 mile course
- Music concert on Saturday night
- Bike expo with vendors



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Regional Events Research Plan

- Research visitors at four regional events in 2010 season
 - June 26 Salsa at Blue Festival
 - July 22-25 Elvis Festival
 - Sept 11-12 Centurion Cycle Festival
 - Oct 9-11 Apple Harvest Festival
- Standard core survey
- Survey visitors at each event, prepare individual reports & compare at end of season



- Online survey to 1319 registered riders
- Invitations emailed via Centurion Canada on Monday morning Sept 13 to their registered email addresses
- Incentive draw of 2011 Centurion registration + weekend stay at Westin Trillium House
- Two reminders emailed on Wed Sept 15 & Fri Sept 17. Project closed on Sun Sept 19
- 613 riders responded or 47% response rate
- Accurate to the total riders +/- 3.9%, 19 times out of 20

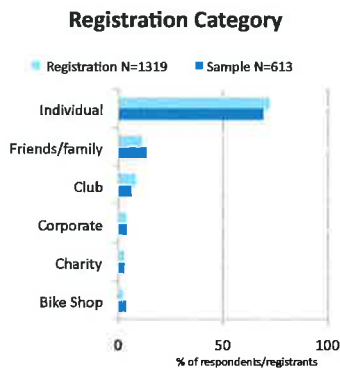
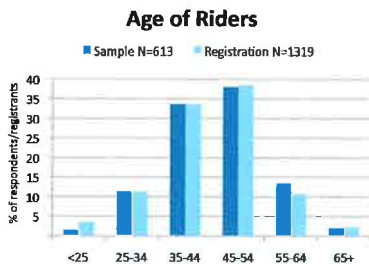


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Sample vs Registration Comparison

- Sample matches well with Registrants
 - Age & Registration Category
 - Males: 71% in sample vs 74% from registration



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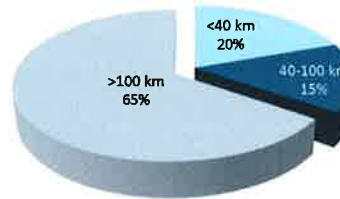
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How would we characterize the markets?

- Male dominated event (~70:30 split) but solid representation by women (342 riders)
- 35% were **Regional Market** (<40km + 40-100km)
- 65% were **Visitor Market** (> 100 km)



Permanent Residence N=613



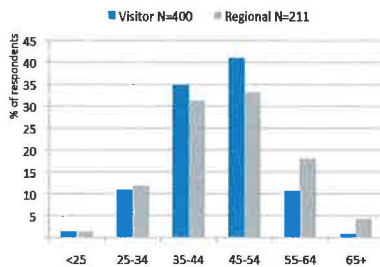
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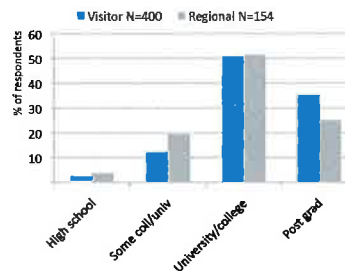
How would we characterize the markets?

- Centurion attracted Gen X cohort to young baby boomers (at heart)
- Visitor market younger
- Extremely well educated market, with visitor market even more so
- 54% of riders with children living at home

Age of Riders



Education

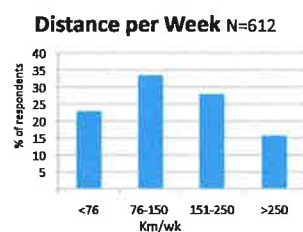
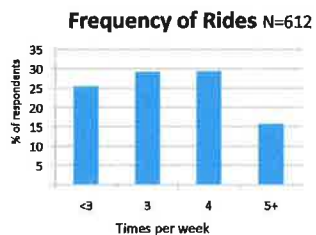
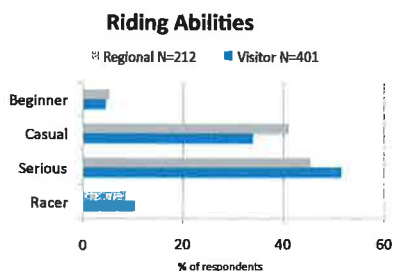


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How would we characterize the riders?

- These are avid riders based on frequency and distances of rides per week
- Riding abilities similar between markets

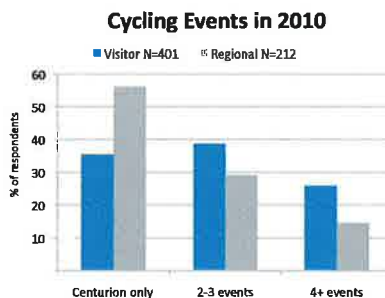


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How would we characterize the riders?

- Centurion only 2010 cycling event for over half of **Regional Market** riders
- 2/3 of **Visitor Market** rode in at least one other cycling event in 2010
- Only 3 riders participated in Colorado or Wisconsin Centurion events

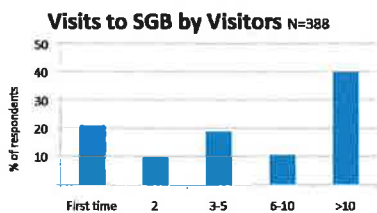


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Who came to the Centurion Cycle Festival?

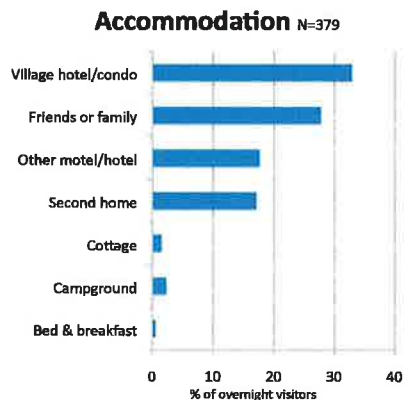
- **Visitor market** knows SGB well
 - Only 20% first time visitors
 - 1/2 had come to South Georgian Bay >5 times in the past 5 years & 40% >11 times in past 5 years
- About 80% of the **Visitor Market** stayed for the two day weekend and SGB was their destination



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Where did Overnight Visitors stay?



- ~70% of all riders stayed overnight; 90% of **Visitor Market** stayed overnight
- Almost half stayed in hotel, motel or condo of which 31% at the Village hotel or condo
- ~1/4 stayed with friends and family
- ~20% stayed in their own second home or cottage

- Riders rode with average of 3-4 other people
- Riders came with average of 4-5 other people to support them

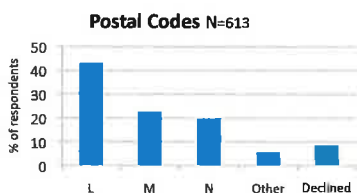


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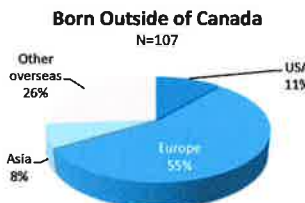
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Where did they come from?

- ~40% from Central Ontario & 20% each from Toronto and SW Ontario
- 96% were Canadian residents



- 18% born outside of Canada, most from Europe



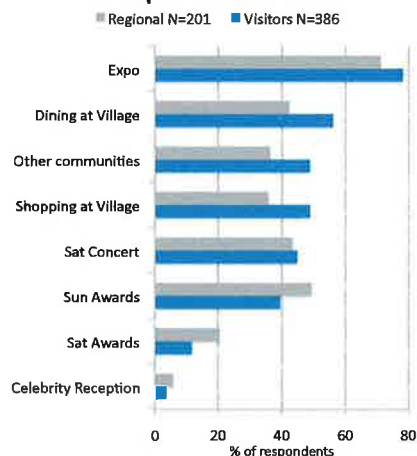
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What did they attend at Centurion Cycle Festival?

- Centurion Expo was well attended (almost 80%)
- Village Concert, dining & shopping were attended by nearly 1/2 of **Visitor Market**
- Slightly lower participation by **Regional Market**
- Lower participation at Sat C25 awards presentation and the Celebrity reception

Participation at Activities

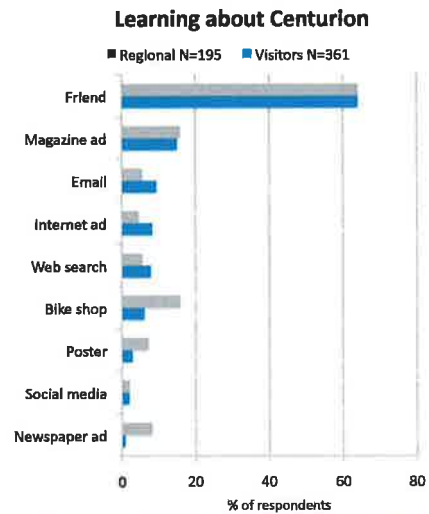


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How did they learn about the Centurion Cycle Festival?

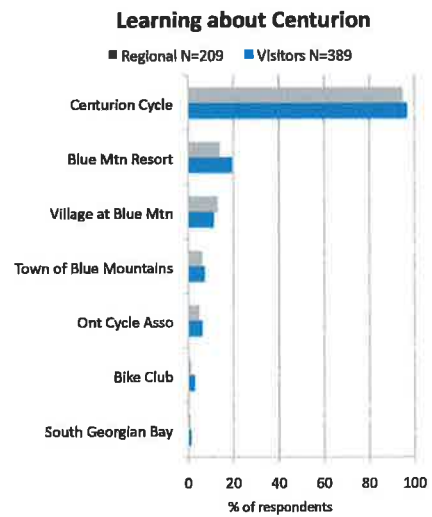
- Referral through a friend reached over 70% of riders from both markets
- Slight difference between Regional and Visitor Markets
 - Electronic media used slightly more by Visitor Markets
 - Local bike shops, posters and newspaper used more by Regional Markets



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Which websites did they use?



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How did the Centurion Cycle Festival score?

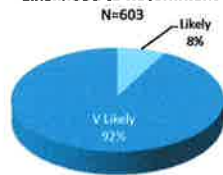


Overall average rating: 8.9 out of 10

- Ratings similar for both markets
- ✳ Comparison: Salsa was 8, Elvis 8.5

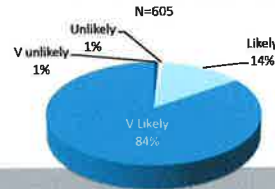
- 100% of **All Visitors** likely to recommend Centurion to friends and family

Likelihood to Recommend



- 85% of **All Visitors** likely to return next year
 - 95% of **Regional Market** "very likely" to return compared to 81% of **Visitor Market**

Likelihood to Return Next Year



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They enjoyed.....

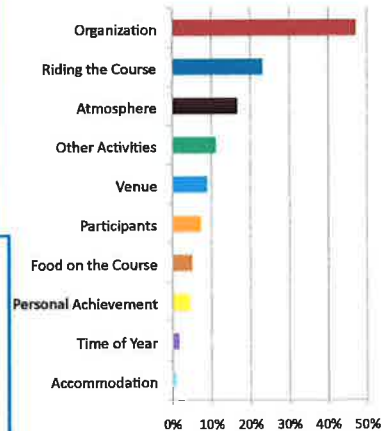
Organization

- *Well organized: 1)Start on time 2)Volunteers were supportive and friendly 3)Traffic well controlled for the entire event 4) Feed stations strategically placed in terms of necessity and safe out of the way of traffic*
- *The registration was painless and getting ready at the start while half asleep was easy too. The support and volunteers on the route were amazing too! Awesome event. Please come back again!*
- *The race was extremely well organized, safe and fun.*
- *The organization was unbelievable. Excellent. The enthusiasm, the celebrities the tents the venue the food. All very, very good.*

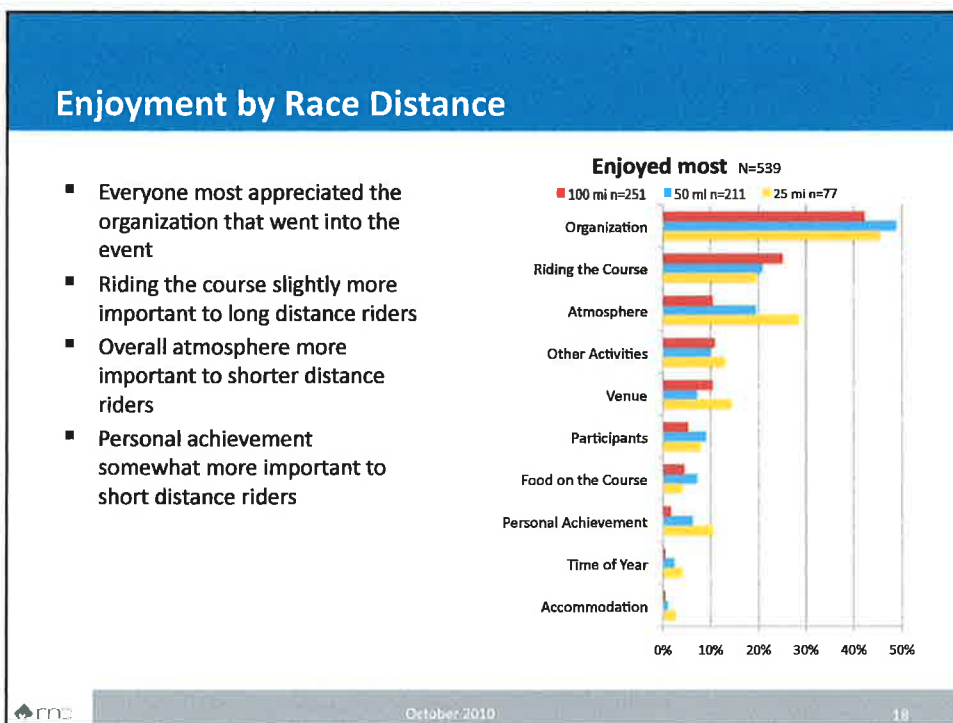
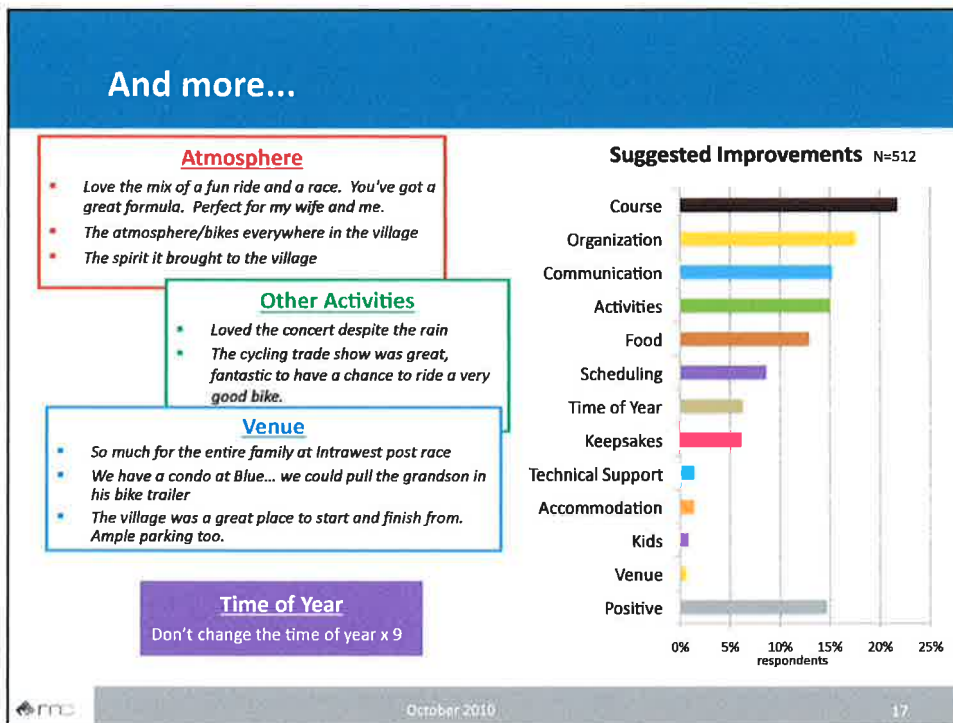
Riding the Course

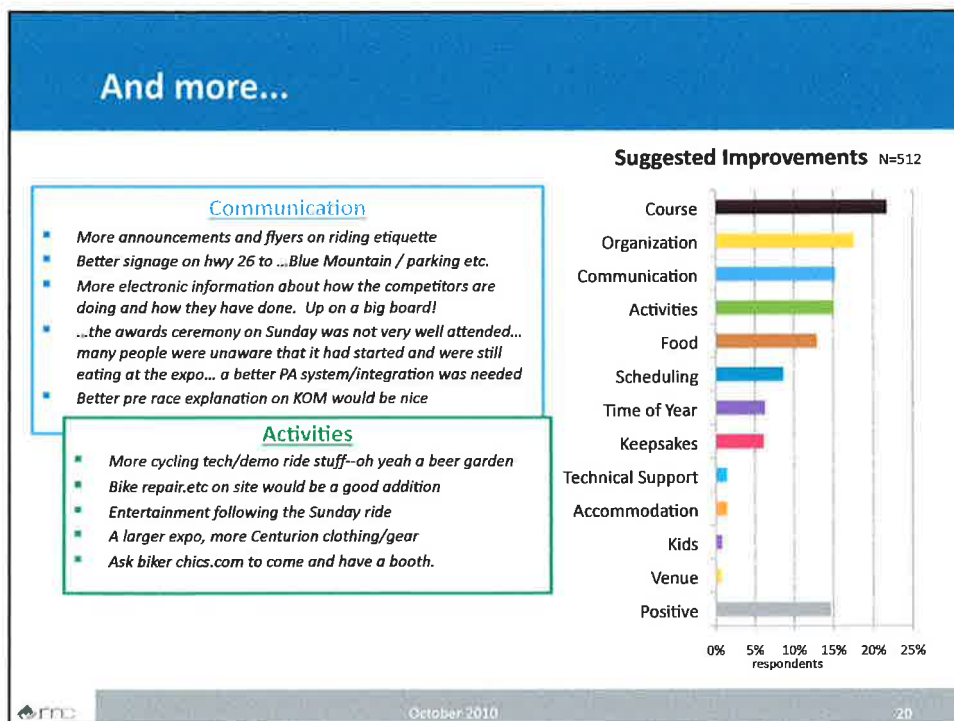
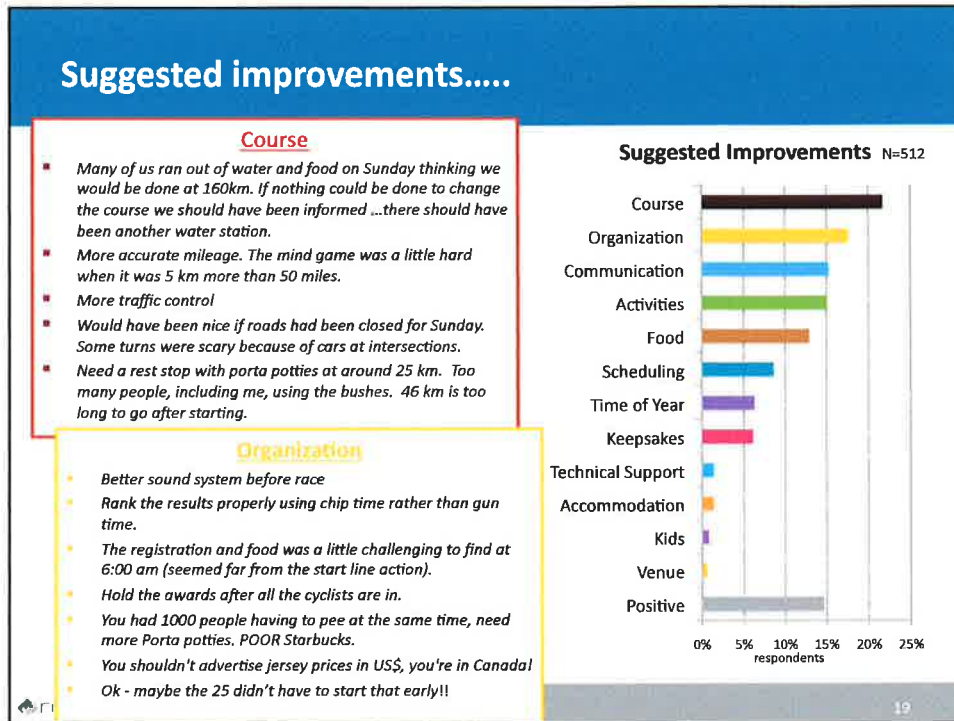
- *Cycling route... Little traffic, country roads, great views, challenging but variable terrain*
- *The route was great. Roads I know well but have never ridden all together at the same time.*
- *The organized ride, well marked course with volunteers, marshals etc.*
- *Course was excellent combination of hills and flats*
- *The views of Beaver Valley and Georgian Bay were beautiful.*
- *The roll out from the start line..Awesome!*

Enjoyed most N=584



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And more...

Food

- It was pretty crazy in the feed zones.
- Place the food tent and expo at the finish line
- Better food at the finish. Fruit is great for on-course -- the finish needs reward food – salt, fat – burgers, bacon, grilled cheese.
- More food at the after race event (no food when we got there).

Keepsakes

- Should have a finisher token of some sort
- An event like this should not give out cotton tees.
- We should be getting technical fabric tops and there should be women's sizing. A men's small for me, a small woman, is like getting size large.
- Better loot bag.

Time of Year

Don't change the time of year x 21
Prefer July x 9

Suggested Improvements N=512

Improvement Category	Percentage of Respondents
Course	~21%
Organization	~16%
Communication	~14%
Activities	~14%
Food	~12%
Scheduling	~8%
Time of Year	~6%
Keepsakes	~5%
Technical	~2%
Accommodation	~1%
Kids	~1%
Venue	~1%
Positive	~15%

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Suggestions by Race

- The more experiences 100 milers had the most suggestions about
 - Communication
 - The course
 - Food
 - Organization
- The 50 milers were most concerned about
 - Organization
 - The course
 - Activities
- The 25 milers had the most suggestions about
 - The course

Suggestions

■ 100 mi n=222
 ■ 50 mi n=183
 ■ 25 mi n=66

Suggestion Category	100 mi (n=222)	50 mi (n=183)	25 mi (n=66)
Course	~18%	~15%	~32%
Organization	~12%	~18%	~10%
Communication	~18%	~10%	~5%
Activities	~10%	~15%	~12%
Food	~12%	~8%	~5%
Scheduling	~8%	~10%	~5%
Time of Year	~5%	~8%	~5%
Keepsakes	~5%	~8%	~5%
Technical Support	~2%	~5%	~2%
Accommodation	~1%	~2%	~1%
Kids	~1%	~2%	~1%
Venue	~1%	~2%	~1%
Positive	~15%	~12%	~10%

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Likelihood to Come to Other Events

- Centurion participants most interested broad audience events, such as Apple Harvest and Elvis (Elvis more **Regional Market**)
- Similar pattern at other events
- Centurion Cycle & Salsa Festivals
 - Low understanding of events
 - Very niche oriented

Interest of Centurion Participants In Other SGB Events

■ Visitors N=400 ■ Regional N=212

Event	Visitors N=400 (%)	Regional N=212 (%)
Salsa at Blue	~10	~20
Elvis Festival	~40	~55
Peak to Shore Art	~15	~25
Apple Harvest	~65	~60

Comparison of Interest Measured at Centurion, Elvis & Salsa

■ Centurion N=613 ■ Elvis N=405 ■ Salsa N=222

Event	Centurion N=613 (%)	Elvis N=405 (%)	Salsa N=222 (%)
Elvis Festival	~45	~50	~45
Apple Harvest	~60	~55	~50
Salsa at Blue	~15	~20	~15
Peak to Shore Art	~20	~15	~15
Centurion Cycle	~10	~10	~10

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Other Markets Segments

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Focus on Women Riders

Almost 1/3 of Centurion racers were women

- Profile
 - Somewhat younger than men: 75% 35-54 age cohort vs 70% of men in same cohorts
 - Both equally well educated
- Riding Patterns
 - Less frequent (1/3 ride 2 or less times/wk compared to 1/4 for men)
 - Less distance (1/3 ride 75km/wk compared to only 17% for men)
- Race History
 - First race for 56% of women vs 37% of men

Race By Gender

Women N=175 Men N=434

Race Category	Women (%)	Men (%)
C25	~35	~15
C50	~45	~35
C100	~25	~55

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Focus on Women Riders

Almost 1/3 of Centurion racers were women

- Ratings
 - 43% of women scored Centurion a 10 vs 34% of the men
 - Likelihood to return next year very high, same as men
- Activities
 - Women more likely to attend medal ceremonies, VIP celebrities event and shop
- Media
 - Women more likely to learn about Centurion via friends, social media...more registered as a corporate team although 73% registered as individuals

Race By Gender

Women N=175 Men N=434

Race Category	Women (%)	Men (%)
C25	~35	~15
C50	~45	~35
C100	~25	~55

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Focus on Riding Ability

- Examined riding ability categories except for beginners
- Profile
 - Men (84%) more likely to be serious/racers than females (59%)
 - Casual riders more likely to be older (45-54) than serious/racers
 - Both equally well educated
- Riding Patterns
 - 43% casual riders rode 2 or less times/wk compared to only 12% of serious/racers
 - Less distance (35% rode 75km/wk compared to only 8% for serious/racers)
- Race History
 - First race for 59% of casual riders vs 29% of serious/racers

Riding Abilities

■ Regional N=212 ■ Visitor N=401

Riding Ability	Regional N=212 (%)	Visitor N=401 (%)
Beginner	~5	~5
Casual	~40	~35
Serious	~45	~50
Racer	~10	~10

- BUT all riders enjoyed the Centurion Festival
- No significant differences for in terms of overall rating scores, likelihood to return next year and recommending Centurion to friends

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What have we learned?

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What have we learned?



- ✓ **Centurion Cycle Festival exceeded expectations**
 - Riders loved having a cycling festival in the Blue Mountain area
 - Scored a near 9 out of ten, higher than all tracked festivals this summer
 - Met & exceeded expectations
 - Intend to return next year with more friends
- ✓ **Festival delivered the “Buzz”**
 - Loved Village atmosphere, feel of the Gran Fondo style race
 - Created a different look for Blue, filled with cyclists
 - Filled a niche with no cycling competition in region
 - Extremely well organized

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What have we learned?



- ✓ **Festival building a new attraction for a market that knows the area**
 - Over 1319 registered riders + estimated 5,000-6,500 supporters
 - 80% repeat visitors to SGB, 50% came >10 times in past 5 years
 - 62% stayed overnight, ~1/2 of overnight visitors stayed in a hotel/motel/resort & ~1/3 stayed in Village hotel/condos
 - Centurion was another reason to visit SGB
- ✓ **Attracts Gen Y male-dominated Central Ontario market**
 - 65% coming from >100km, mostly central Ontario, Toronto & SW Ont
 - 3/4 male but there were over 300 women riding in all 3 races
 - Note: 54% had children (<19) living at home
 - **Regional market older than Visitor Market**

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What have we learned?




- ✓ **Riders liked the fall timing**
 - Liked the fall colours, less traffic
 - Perceived July to be very busy both for accommodations & traffic plus too hot
 - July conflicts with family vacations etc.
 - Centurion in Sept... "Great finish to the season. Goal ride!"


- ✓ **This weekend all about cycling**
 - Want more vendors, demonstrations
 - Concert a bonus, but serious riders couldn't take part
 - Not a family event... and no clamoring to make it become one
 - Fun ride for many (not intimidating competitive), especially regional people

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What have we learned?



- ✓ **Lots of ideas for fine tuning for Centurion at Blue 2011**
 - **Accurate race distances!**
 - Sequence of Saturday vs Sunday races
 - Registration efficiencies
 - Wayfare and course signs
 - Better Centurion swag & more Centurion items for purchase
 - Expand Expo with more vendors and cross promotion of tourism
 - Course - road closure, maintenance/repair service, improved safety
 - Better communication - pre, during and post race
 - Location of feeding areas, washrooms
 - Start times & corrals

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Centurion Cycle Festival 2011?



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- ✓ **Keep to Fall Date**
 - ✓ "Great end to riding season...Goal ride!"
 - ✓ Better for cycling than summer ...traffic & temperature
 - ✓ Better for tourism

- ✓ **Purely Canadian**
 - ✓ Recognize festival is in Canada
 - ✓ Advertise & communicate in kms (80 & 160 km)
 - ✓ Be accurate with distances in promotion
 - ✓ Sign routes in kilometers



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CENTURION 2011
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✓ **Improvements**
Considerations for all Races

- ✓ Wayfare signs
 - ✓ Parking lots to registration
 - ✓ Along route in advance of feed areas with distances
- ✓ Start
 - ✓ Later start
 - ✓ Better speaker system
 - ✓ Corral organization
- ✓ Bike repair/ Technical support
 - ✓ More available on course
 - ✓ Reduce response time



Image: AJJ Photo

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CENTURION 2011
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✓ **Build loyalty with C100 riders**

- ✓ Communicate your actions resulting from this feedback
 - ✓ They are engaged!
 - ✓ Close to 50% response rate to research invitation
- ✓ Actions on:
 - ✓ Accurate distances
 - ✓ Chip time vs gun time
 - ✓ Course design: final finish decent ... unsafe
 - ✓ Food issue
 - ✓ Keep the technical bike shirts & medals for a surprise



Image: AJJ Photo

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Until Next Year!



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