

ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers

2017 EDC LAS VEGAS

Las Vegas, Nevada

June 16-18, 2017



enigma
research



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- P2 Highlights
- P3 Event Experience
- P5 Sponsor Recall and Appreciation
- P6 Activation Evaluations
- P9 Beverage Consumption
- P10 Product and Brand Preferences
- P16 Demographics
- P17 Tourism and Economic Impact
- P19 Comments and Methodology

Most popular experiences

- 1 Kinetic Field
- 2 Circuit Grounds
- 3 Cosmic Meadow

Most recalled sponsors

- 1 Red Bull
- 2 Insomniac
- 3 Smirnoff

Most popular feature attractions visited

- 1 Free water stations
- 2 Art Cars
- 3 Carnival rides

Top beverages purchased on-site

- 1 Bottled water
- 2 Energy drinks
- 3 Liquor or spirits

Most visited brand activations

- 1 Red Bull Bars
- 2 Pioneer DJ
- 3 Corona Electric Beach

Top preferred brands of attendees

- Wireless services: T-Mobile
- Vehicle: Toyota
- Liquor: Grey Goose vodka

Most appreciated brand activations

- 1 Smirnoff #LoveWins
- 2 Clairol Color Crave
- 3 Red Bull Bars

Tourism and economic impact

- Percentage non-local: 80%
- Estimated hotel room nights: 114,300
- Estimated economic impact of attendees: \$154.9M

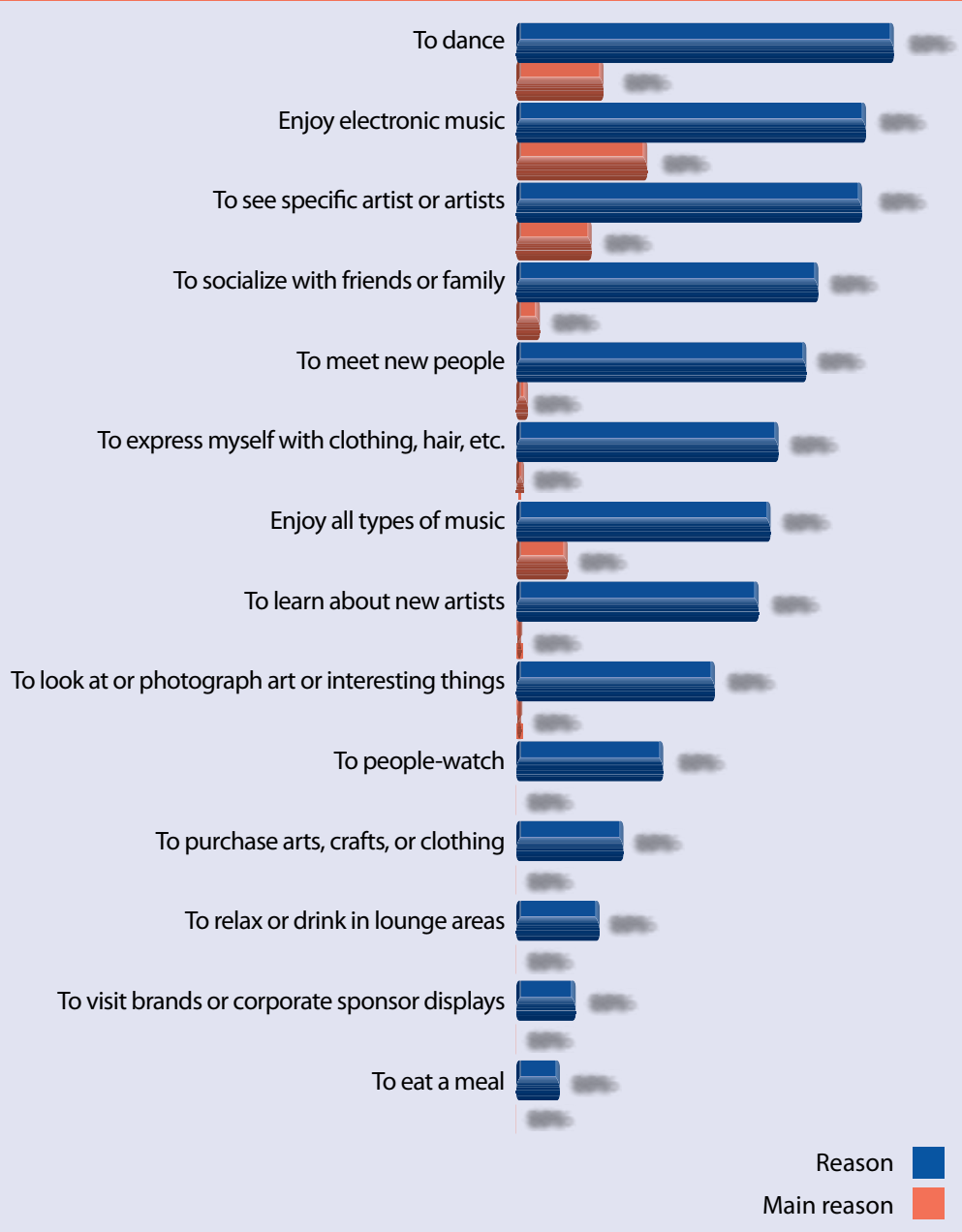
Most popular features within brand activations

- 1 Pioneer DJ
- 2 Corona Electric Beach DJ
- 3 Uber Ambassadors

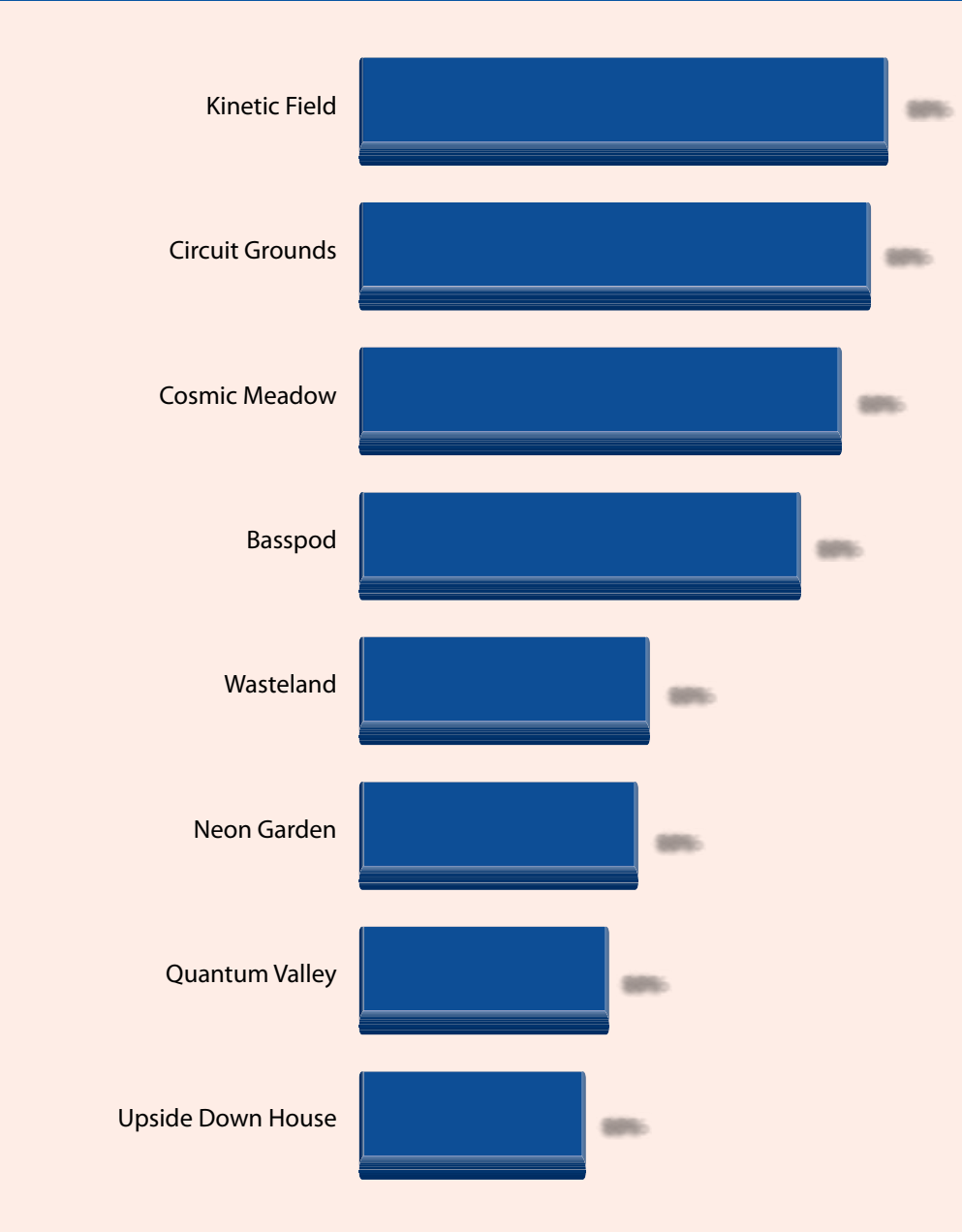
Best attendee comments

- "I love EDC, Insomniac, and everything Pasquale Rotella does to make it an amazing experience!"
- "It was the best experience of our lives. Spent everything we had just to make the unforgettable memories. PLUR"
- "The helicopter lift was amazing!"

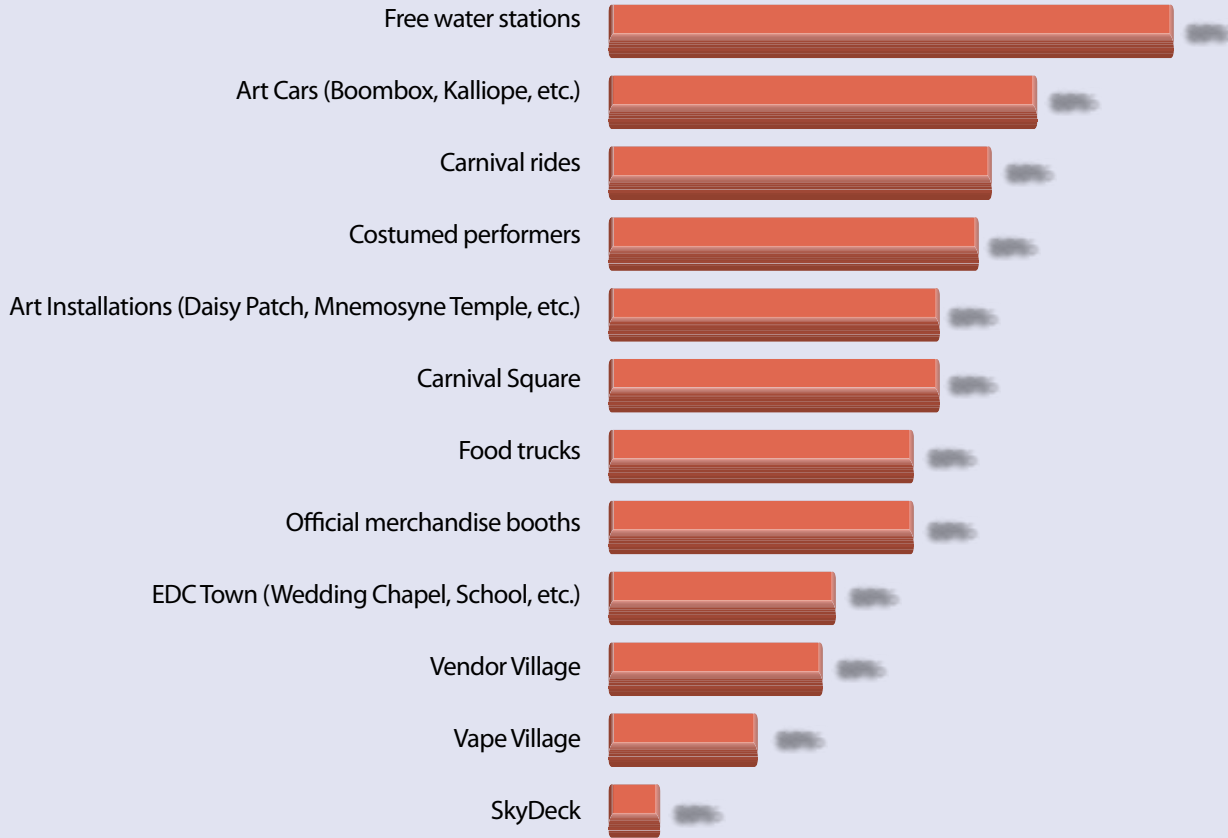
Reasons for attending EDC (aided)



Areas of EDC experienced



Feature attractions visited



Event ratings

excellent
 good
 fair
 poor



Quality of entertainment



Variety of entertainment



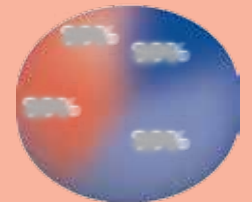
Variety of food and beverage



Quality of food and beverage



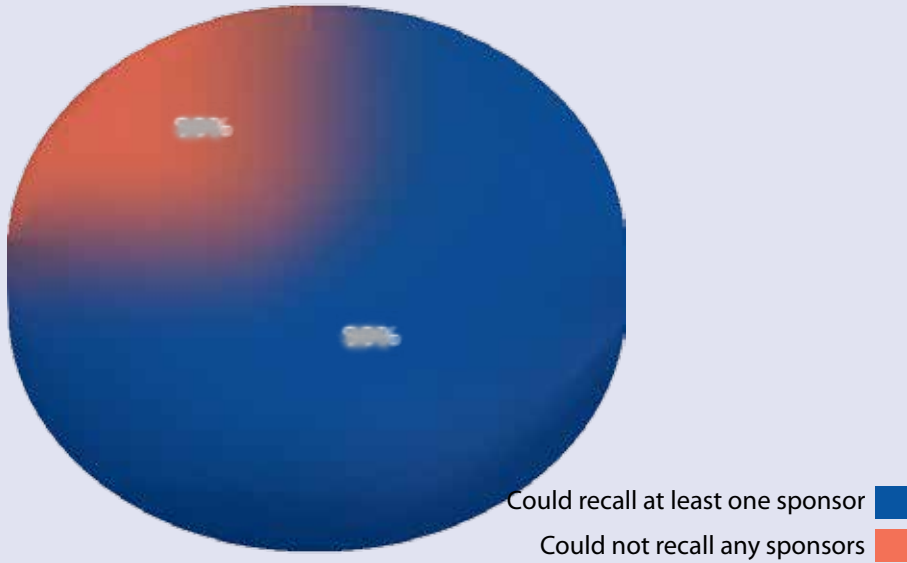
Value for admission price



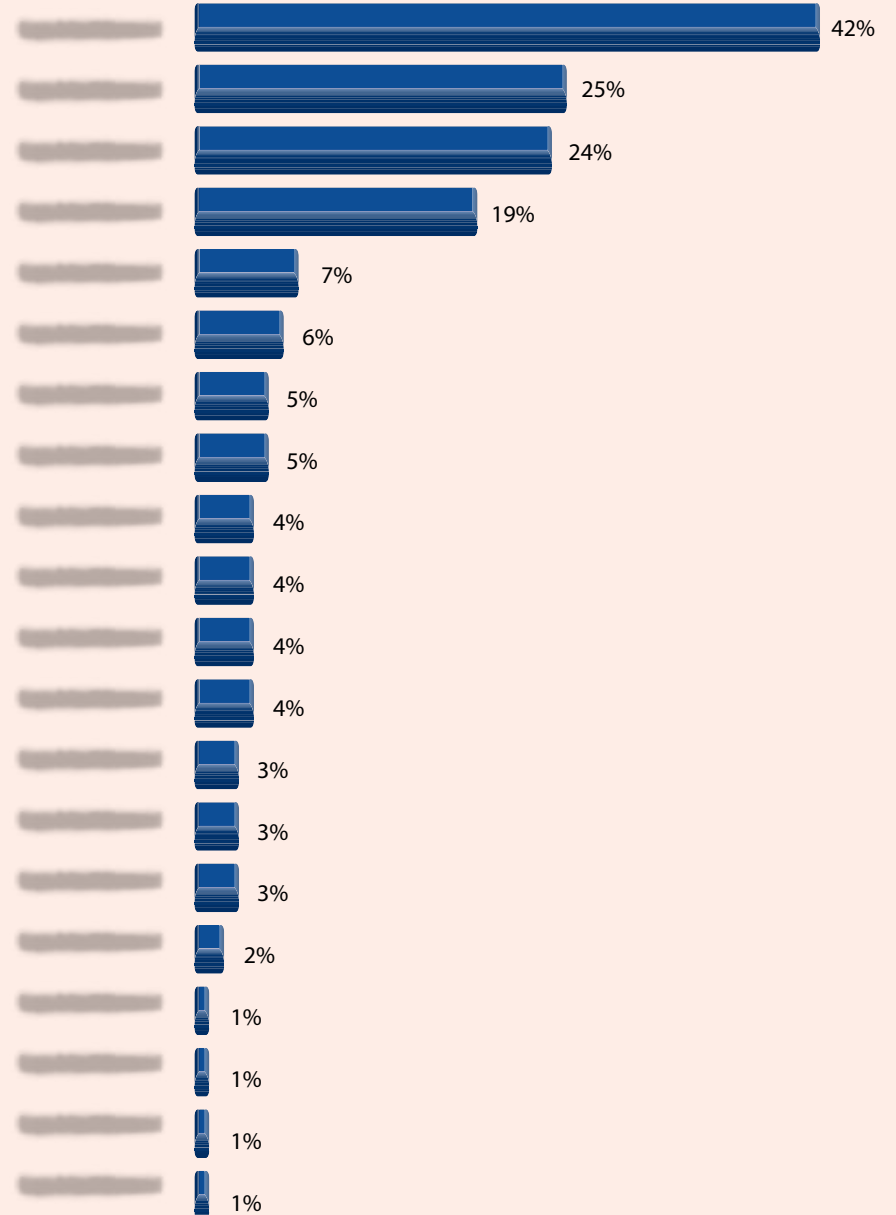
Cleanliness

Sponsor Recall and Appreciation

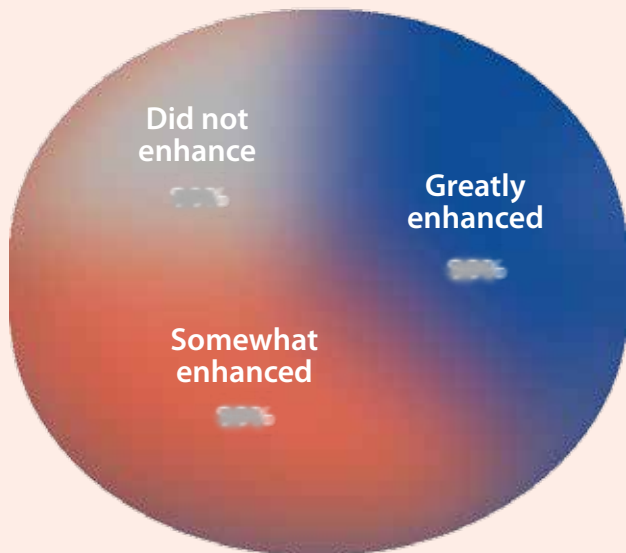
Sponsor recall



Sponsor recall (top 3 unaided among those who could recall sponsors)



Extent to which brands and corporate sponsors enhanced experience



Activation Evaluations



Red Bull Bars

1

PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

Entered exhibit	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>
Did not see	<input type="checkbox"/>

ACTIONS TAKEN (among those who entered)

Purchased Red Bull on its own	<input type="checkbox"/>
Purchased mixed drink with Red Bull	<input type="checkbox"/>
Purchased other beverage	<input type="checkbox"/>
Purchased featured cocktail	<input type="checkbox"/>

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>

MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT

(among those who entered)

Red Bull preferred brand	<input type="checkbox"/>
Other preferred brand	<input type="checkbox"/>



Pioneer DJ

2

Entered exhibit	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>
Did not see	<input type="checkbox"/>

ACTIONS TAKEN (among those who entered)

Watched Pioneer DJ performance	<input type="checkbox"/>
Looked at or tried DJ equipment	<input type="checkbox"/>
Tried "boomerang" photo kiosk	<input type="checkbox"/>

Greatly enhanced	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>

MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT

(among those who entered)

All participants	<input type="checkbox"/>
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Activation Evaluations



Corona Electric Beach

3

PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

Entered exhibit	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>
Did not see	<input type="checkbox"/>

ACTIONS TAKEN (among those who entered)

Watched DJ performances	<input type="checkbox"/>
Relaxed in lounge with friends	<input type="checkbox"/>
Purchased Corona product	<input type="checkbox"/>
Looked at or swam in pool	<input type="checkbox"/>
Received Corona merchandise	<input type="checkbox"/>
Played bag toss game	<input type="checkbox"/>
Purchased other product	<input type="checkbox"/>

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>

MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT

(among those who entered)

Corona preferred brand	<input type="checkbox"/>
Other preferred brand	<input type="checkbox"/>



Smirnoff #LoveWins

4

Entered exhibit	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>
Did not see	<input type="checkbox"/>

Looked at giant #LoveWins heart	<input type="checkbox"/>
Looked at giant painted bottles	<input type="checkbox"/>
Relaxed with friends in lounge	<input type="checkbox"/>
Took photo with #LoveWins heart	<input type="checkbox"/>
Placed hand on button to light up heart	<input type="checkbox"/>
Purchased feature cocktail	<input type="checkbox"/>
Purchased other beverage	<input type="checkbox"/>

Entered exhibit	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>
Did not see	<input type="checkbox"/>

Smirnoff preferred brand	<input type="checkbox"/>
Other preferred brand	<input type="checkbox"/>



Activation Evaluations



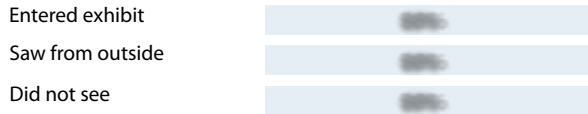
Uber Tent

5

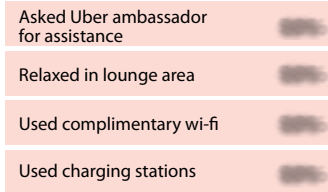
PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION



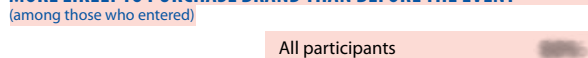
ACTIONS TAKEN (among those who entered)



EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

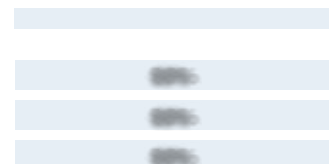
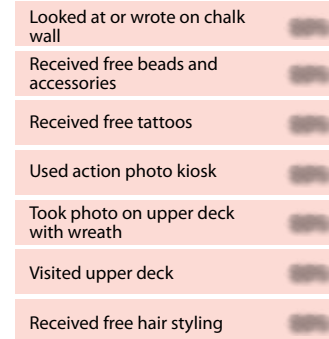
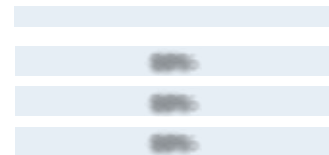


MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT



Clairol Color Crave

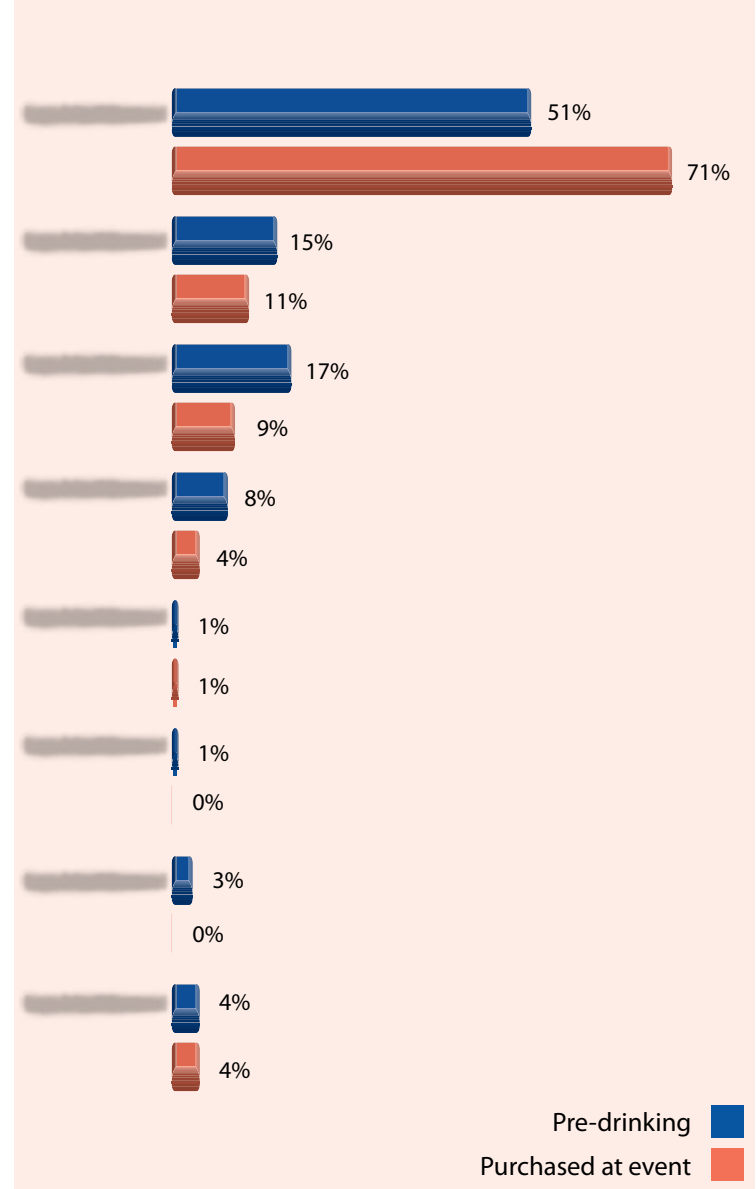
6



Beverage Consumption

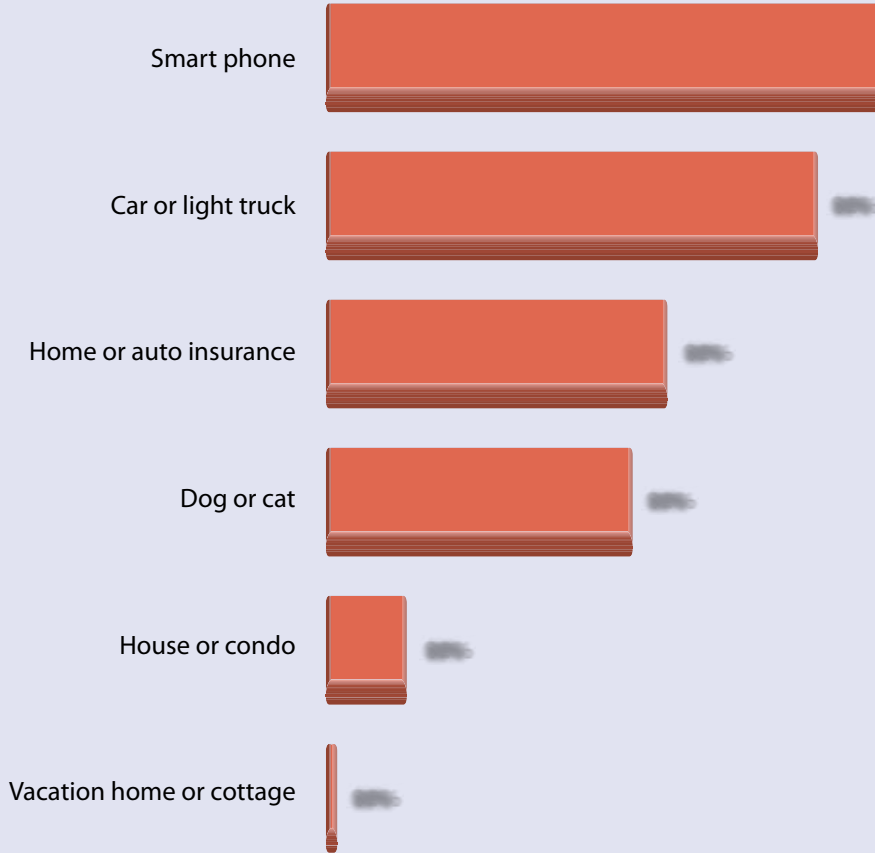
Beverages consumed on-site	Pre-drinking		Purchased at event	
	Percentage consumed	At event average daily consumption (among consumers)	Percentage consumed	At event average daily consumption (among consumers)
Free water from stations				
Bottled water				
Energy drinks				
Liquor or spirits				
Beer				
Juice				
Soda				
Coffee or coffee drinks				
Wine or wine coolers				
Other beverages				

Type of liquor or spirits consumed most (among those who consumed liquor or spirits)

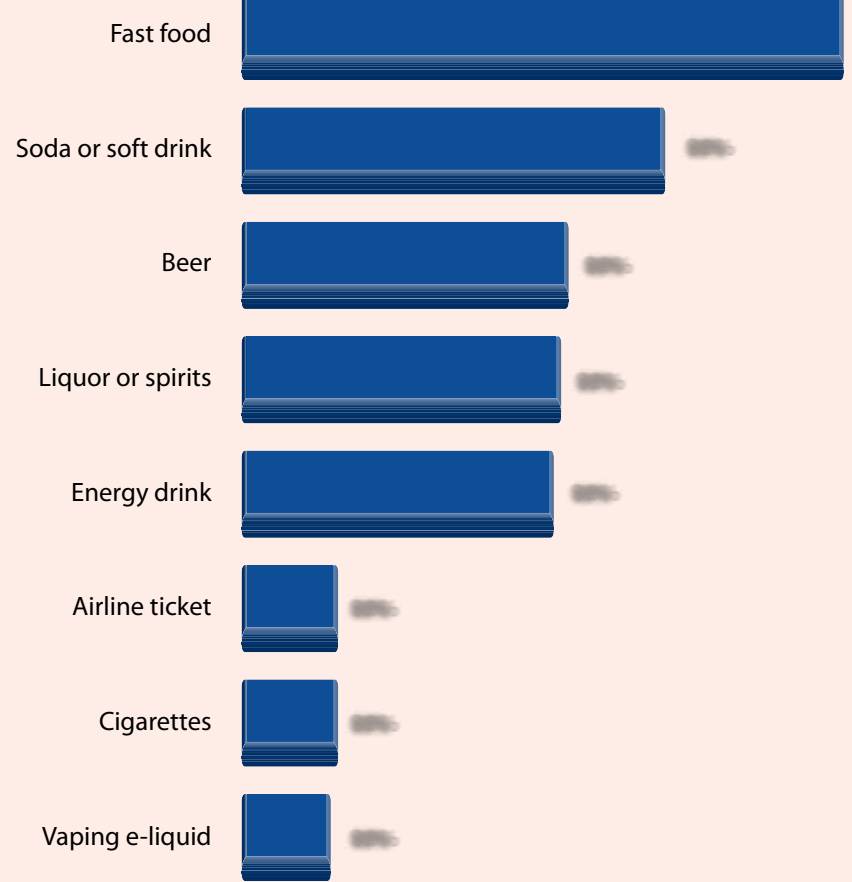


Product Ownership and Use

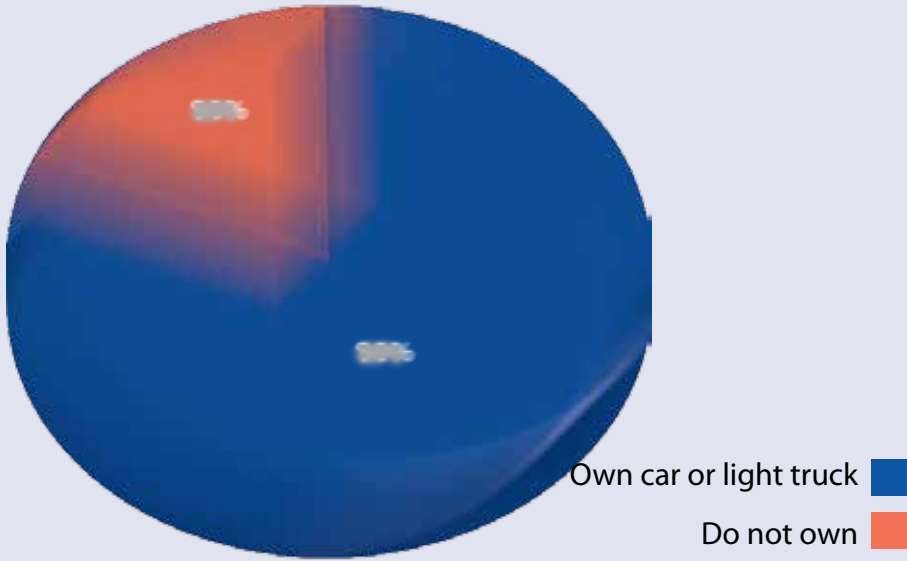
Product ownership



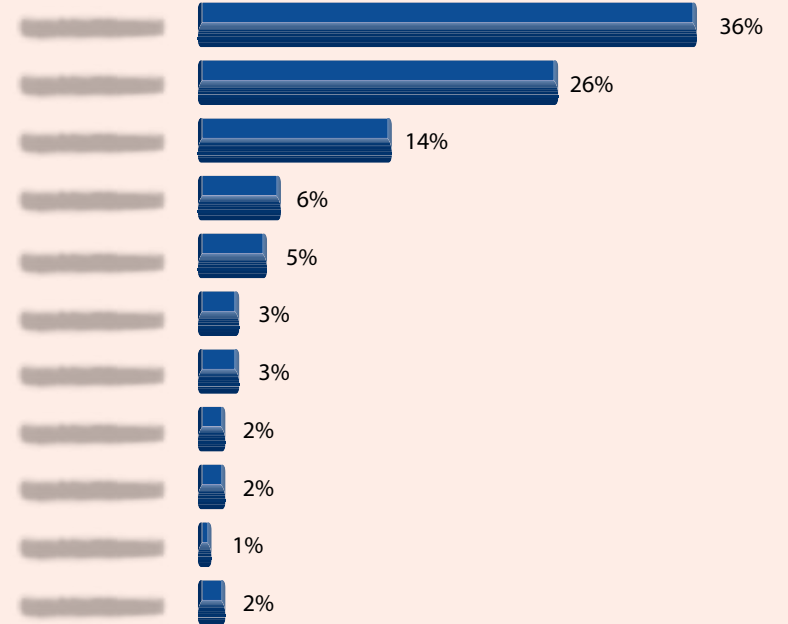
Products purchasing within next 30 days



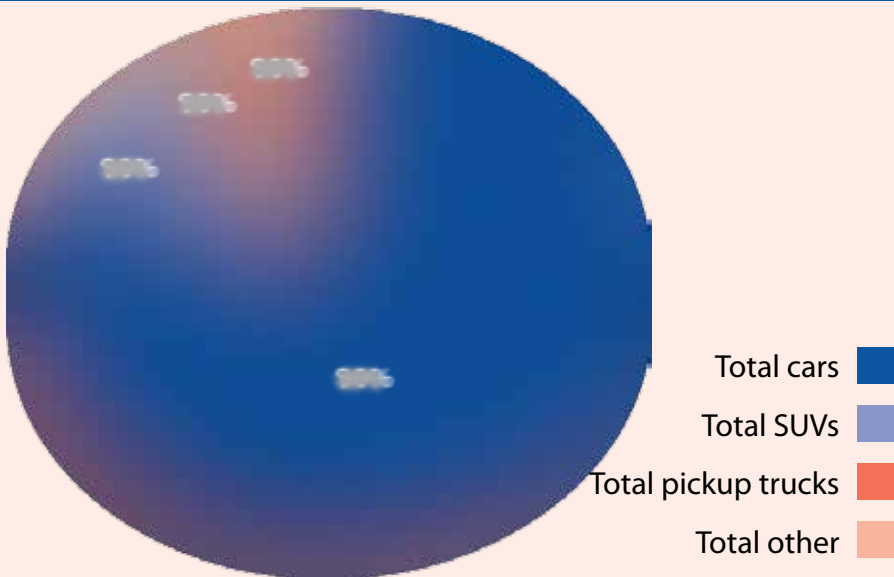
Vehicle ownership



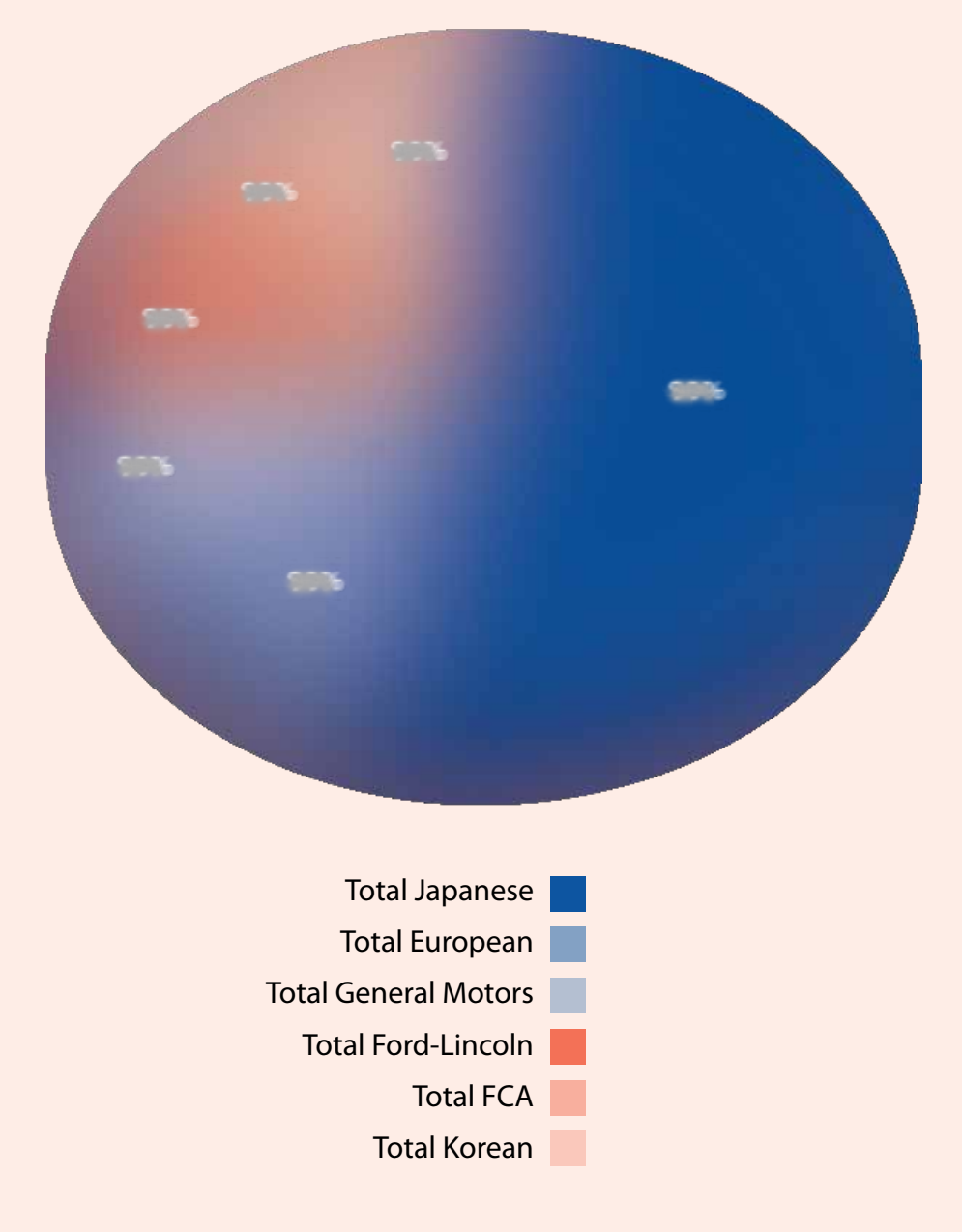
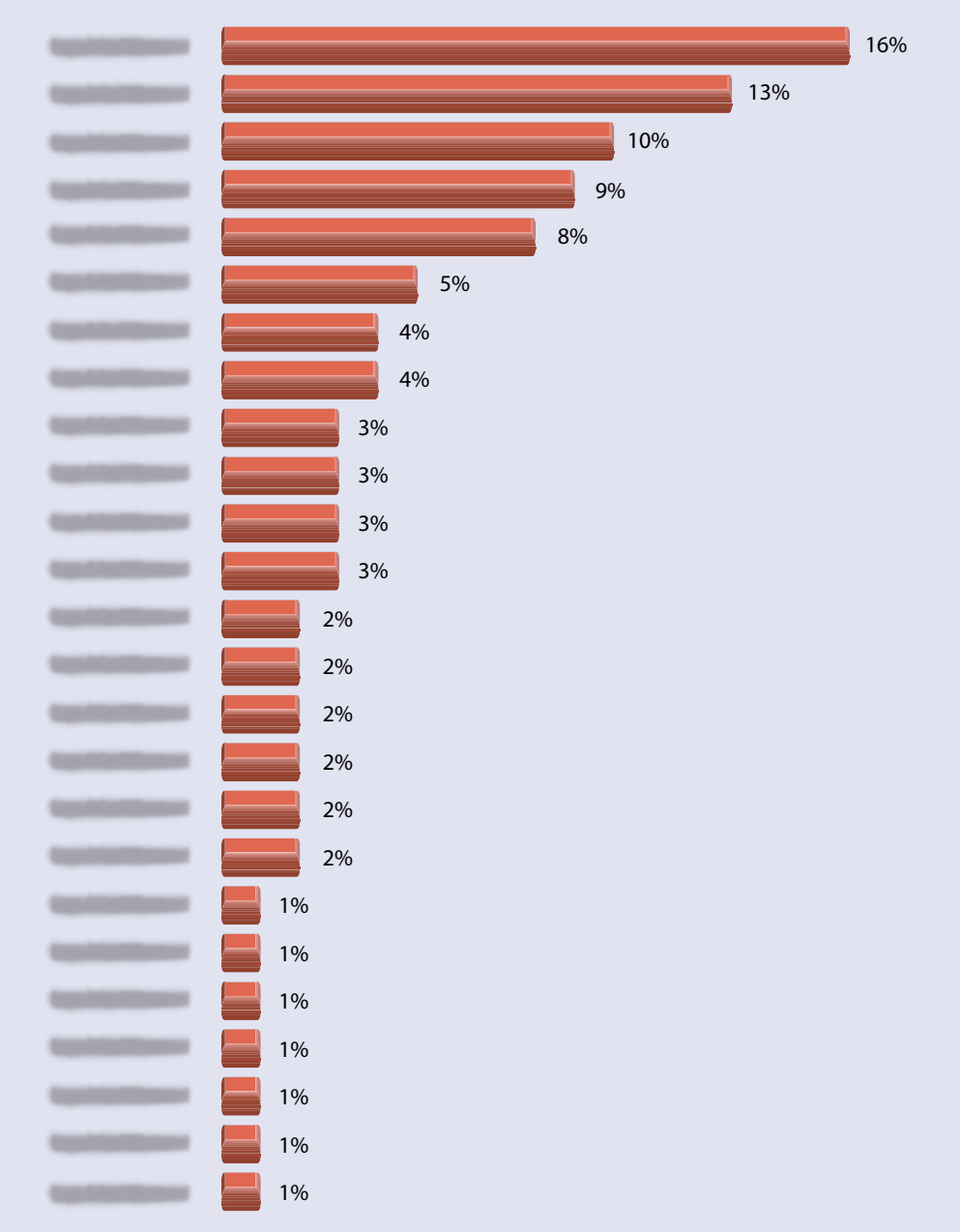
Type of vehicle driven (among owners)



Total vehicles

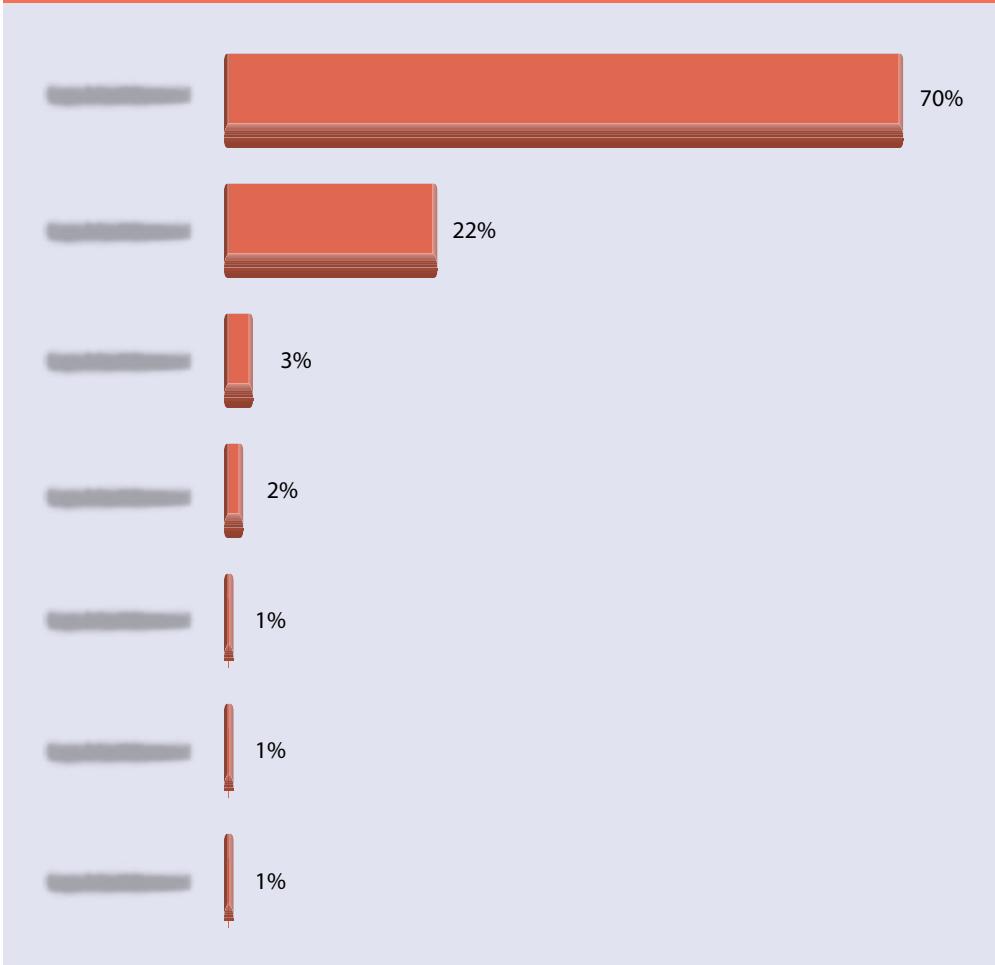


Brand of Vehicle Driven (among owners)

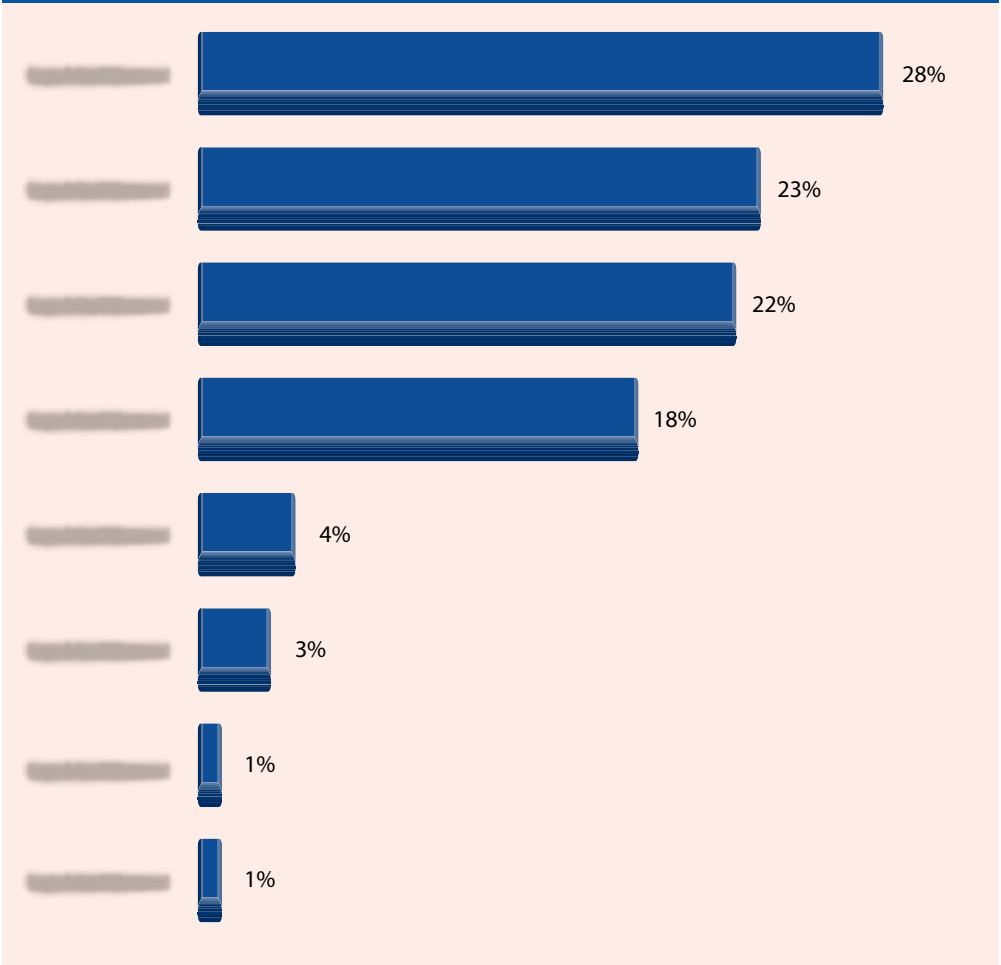


Telecommunications Brand Preferences

Smart phone or tablet used most often (among owners)

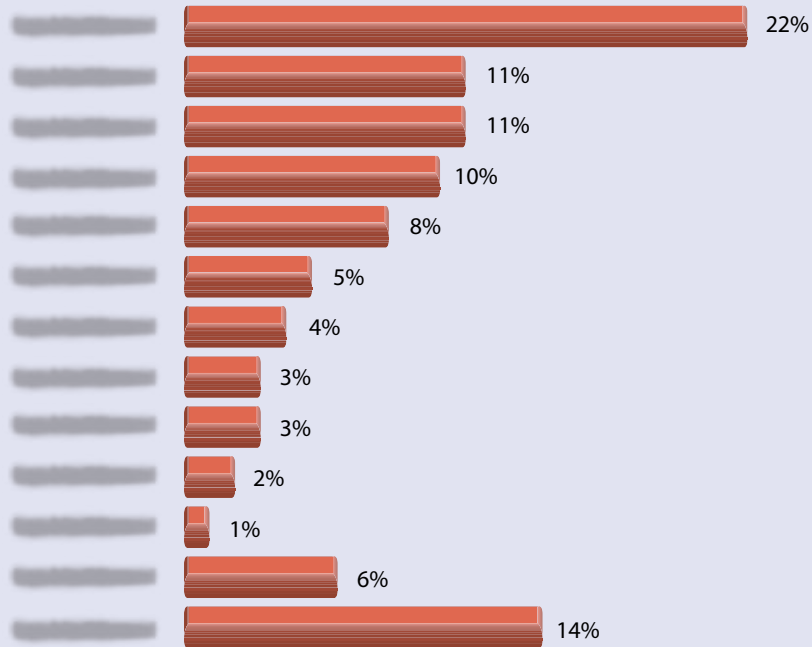


Wireless service provider (among users)

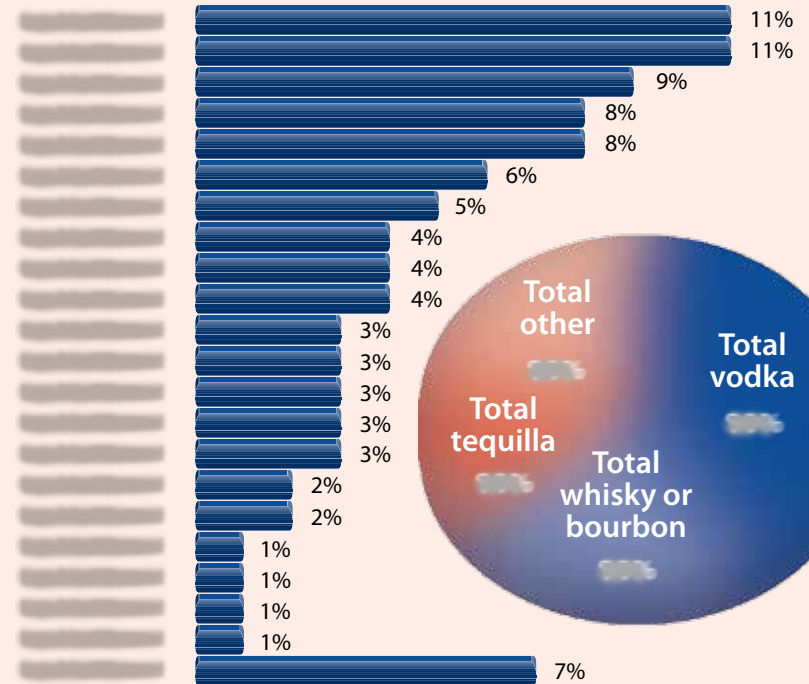


Beverage Brand Preferences

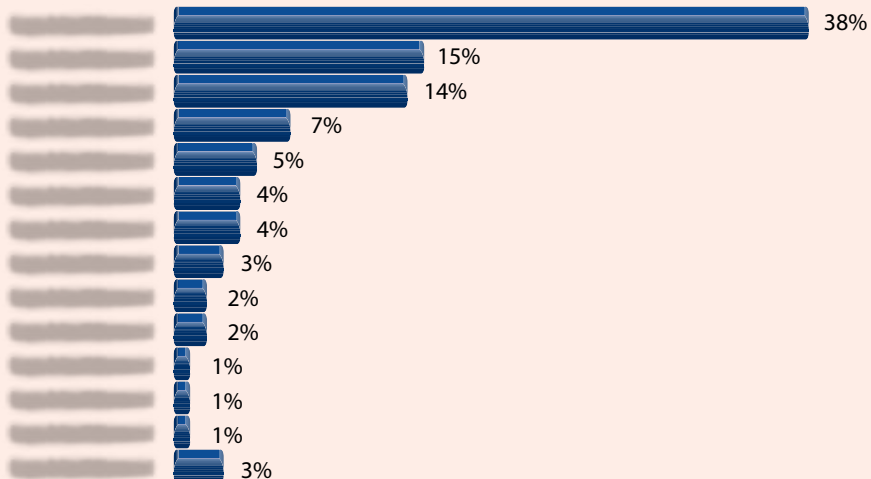
Beer brand drink most often (among beer drinkers)



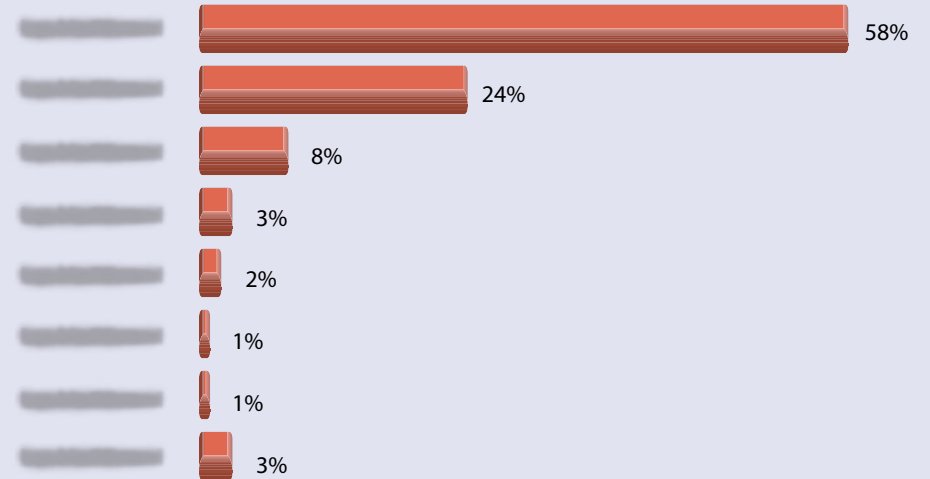
Preferred liquor or spirits brand (among liquor drinkers)



Soda brand drink most often (among soda drinkers)

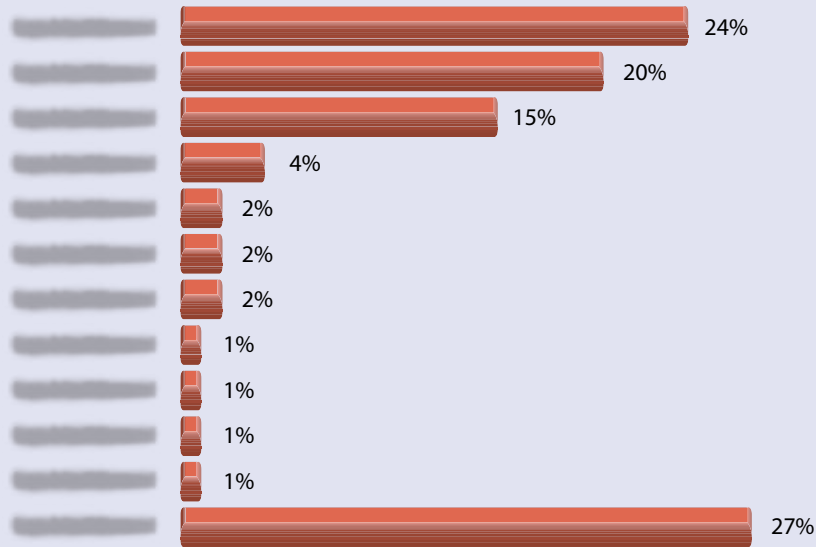


Preferred energy drink brand (among energy drink consumers)

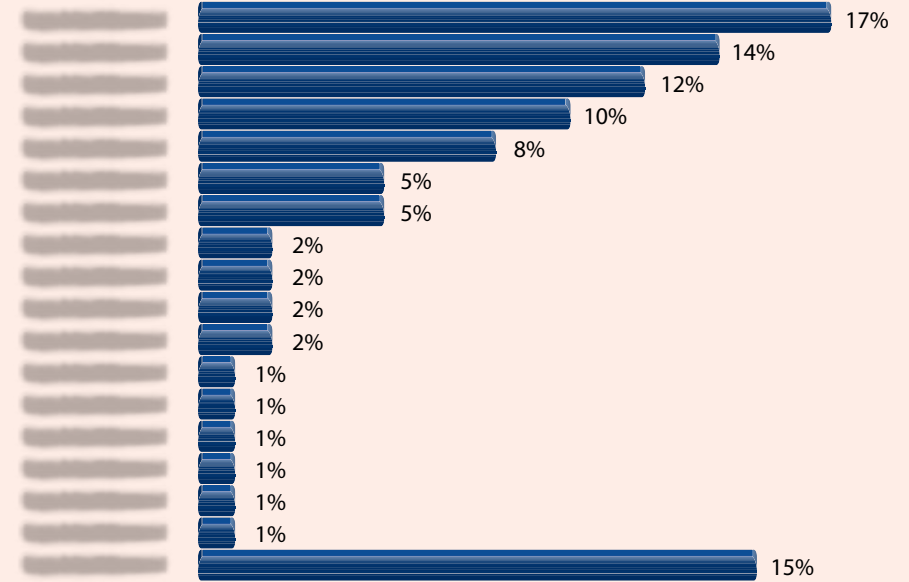


Other Brand Preferences

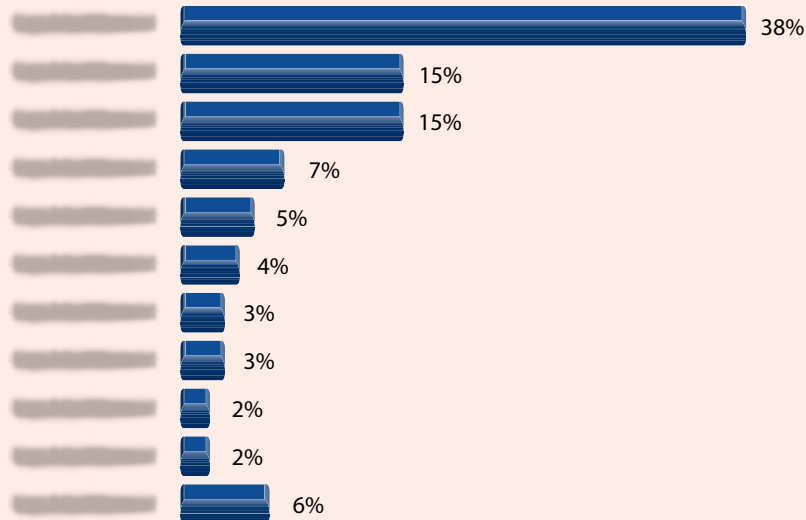
Bank used most often



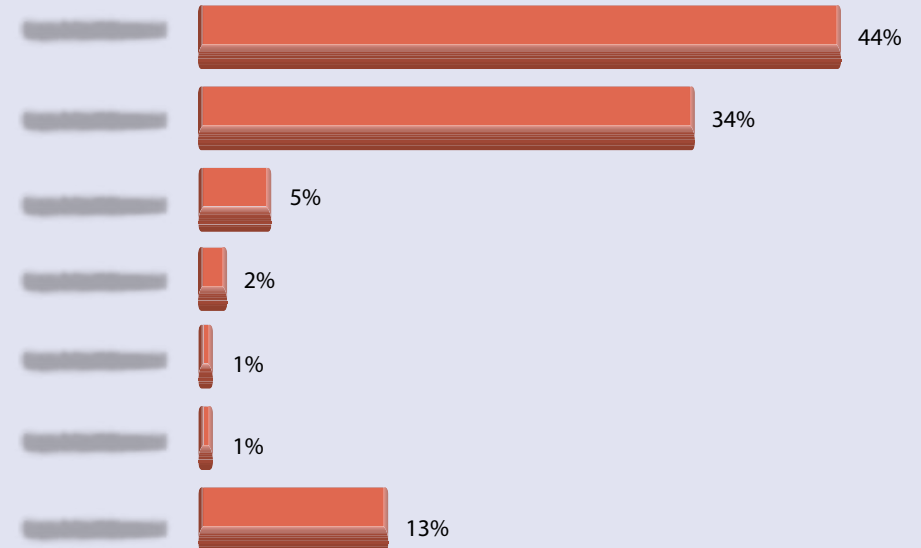
Auto insurance company



Preferred US airline (among those flying within 30 days)

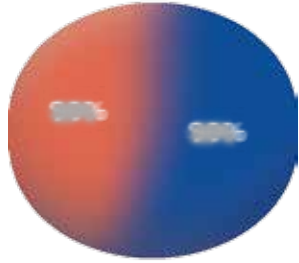


Preferred cigarette brand (among smokers)

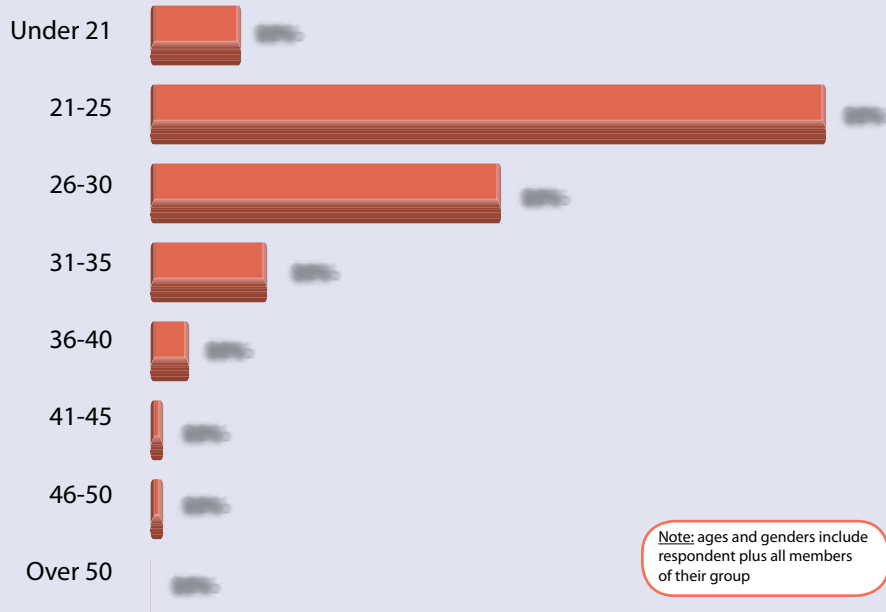


Demographics of Attendees

Male ■
Female ■

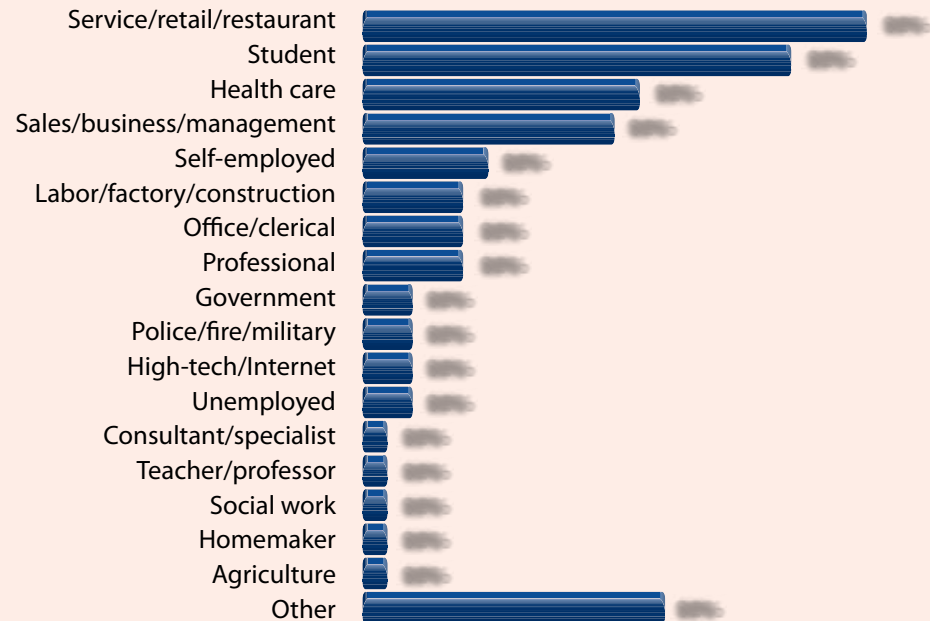


Age categories

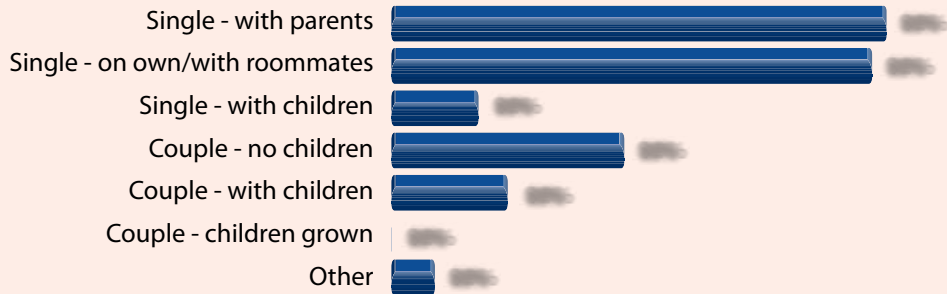


Note: ages and genders include respondent plus all members of their group

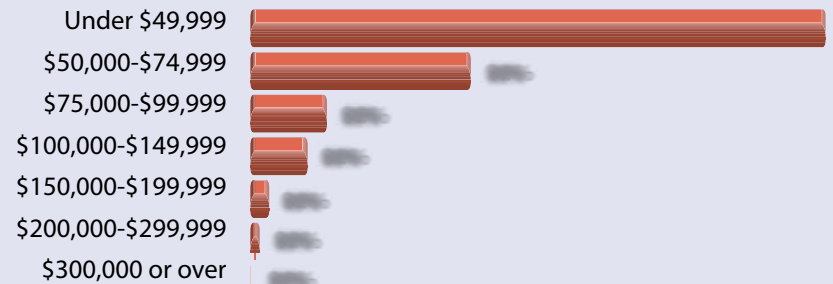
Occupation



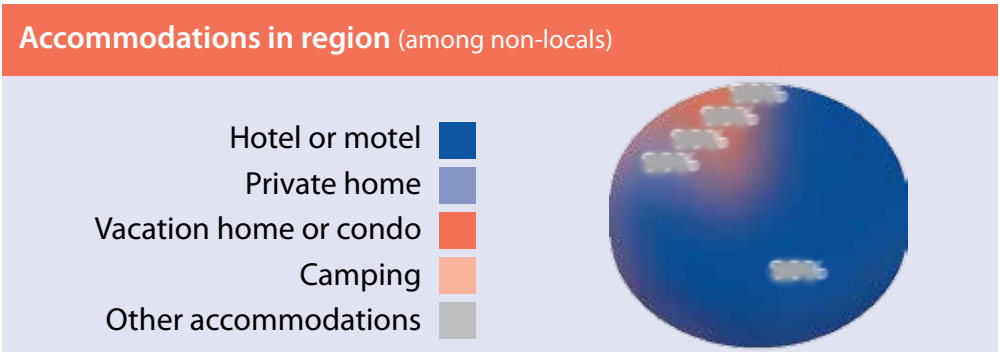
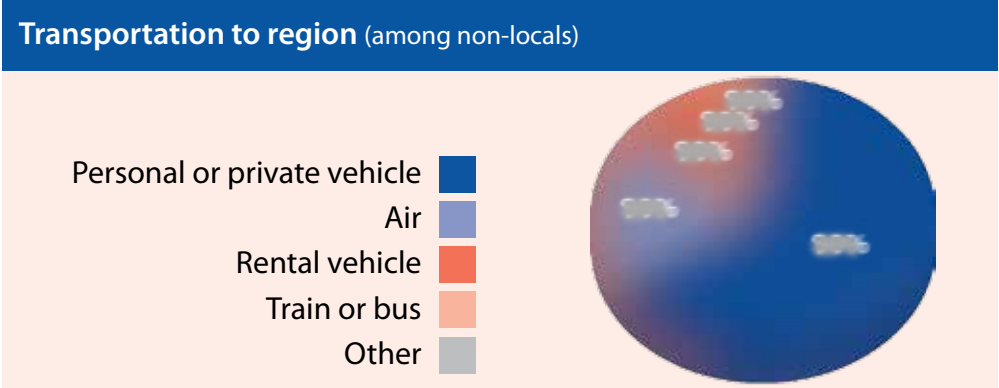
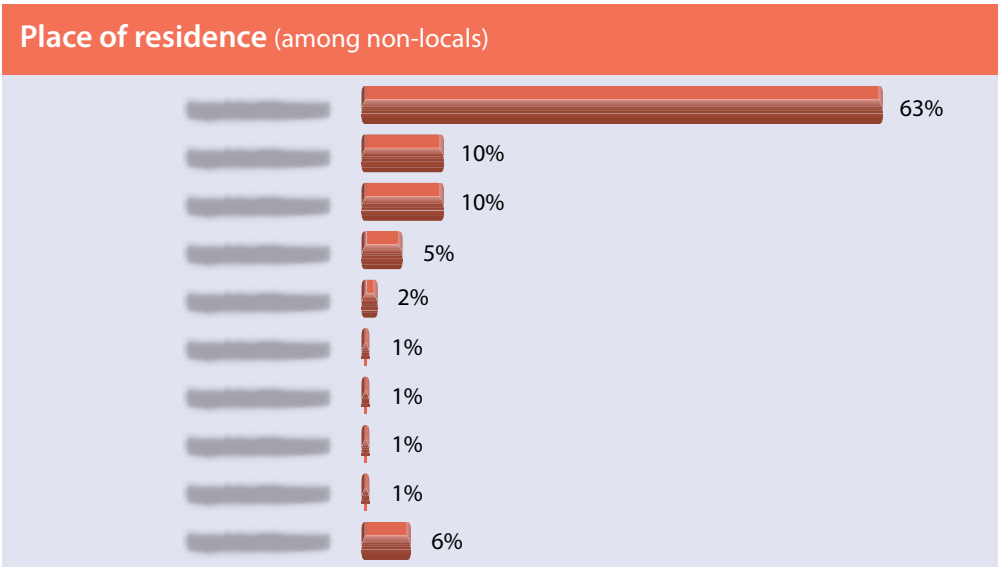
Current living situation



Household income (before taxes)



Estimated attendance	
Total person-visits (from published attendance)	████████████████████
Average visits per person	████████████████████
Estimated unique attendees	
Total locals (Las Vegas Metropolitan Area)	████████████████████
Total non-locals (outside Las Vegas Metropolitan Area)	████████████████████
Estimated unique attendees	████████████████████
Average nights stayed (all non-locals)	
Average nights stayed (all non-locals)	████████████████████
Attendee hotel/motel room nights	
Attendee hotel/motel room nights	████████████████████



Economic Impact of Attendees



Total spending by non-locals



Economic impact (Industry output)



Direct and indirect



Induced



Total employment supported (full-year job equivalents)



Total taxes supported



Federal



State



Local



Spending by non-local attendees

Admission wristbands



Accommodations



Restaurants outside festival site



Concessions at festival site



Shopping and retail



Groceries



Parking, fuel, and repairs



Other entertainment



Retail clothing



Public transit or taxis



Ride share services



Car rentals



Total spending by non-locals



Spending by local attendees (not economic impact)

Admission wristbands



Shopping and retail



Concessions at festival site



Restaurants outside festival site



Parking and fuel



Retail clothing



Ride share services



Public transit or taxis



Total spending by locals



Comments from Attendees

"Add misters to shuttle lines to keep people from fainting."

"Amazing, life changing, will forever attend!"

"EDC Las Vegas is the only yearly event I save up for. It's like a therapy session. It helps to enlighten the daily struggles of a single mother. Without it I'd go insane."

"EDC is a great experience that everyone should have at least once in life! When music can bring all genders, ethnicities and religions together in one place without judgments, it truly creates an atmosphere you want to be a part of."

"EDC Las Vegas was the most amazing experience of my life and I can't wait to attend again next year!"

"Food is so expensive! Get a McDonald's spot in there and \$1 menu it!"

"I am very thankful for the free water refill stations and the clinic stations as well. I was hydrated and taken care of when I wasn't feeling well."

"I love EDC, Insomniac, and everything Pasquale Rotella does to make it an amazing experience!"

"I would honestly like if Insomniac would bring more service towers. For example this year they had T-Mobile towers but what about the rest of us?"

"It was the best experience of our lives. Spent everything we had just to make the unforgettable memories. PLUR"

"It's a place of peaceful ground. Nothing but amazing vibes all around getting close to new peeps. It's only you and thousands of people that are looking out for each other and being amazing without expecting anything back."

"Loved Carnival Square viewing area but would love more bean bags because they were hard to find."

"More mist fans or blowers. And free wifi to keep in contact with others, post pictures, and show the world the live experience of EDC!"

"My family has been coming to EDC since it was located in LA. This was my first year being old enough to go and EDC Las Vegas gave us memories that will last a lifetime."

"The helicopter lift was amazing!"

"The spacing of the stages and the placement of the Art Cars were perfect."

"This was my sixth year and I don't plan on stopping soon!"

"Too hot. Needs less fire cannons and more water cannons."

"Venue is too far from most hotels and shuttles are a hassle and take way too long. EDC needs to rethink hard: location, location, location."

"Would have liked to see the Secret deodorant brand tent. Was also hoping that Smirnoff would be selling their individual bottles like last year."



Enigma Independent Event Audits provide unbiased data for senior marketers. Leading event marketing brands subscribe to confidential reports. Event promoters and marketing agencies are not involved in the data collection. Unauthorized copying or distribution is strictly prohibited.

Survey technique

Survey method	Unbiased, online post-event survey
Field dates	One week commencing Sunday evening
Sampling method	Proprietary algorithm featuring targeted pay-per-click ads and other databases
Sample size	Approximately 1250 respondents
Incentive for respondents	\$200 Visa gift card

Verification

- Skill-testing questions at end of survey verify actual attendance
- Names and email addresses of respondents collected
- Subscribers may request skill-testing response data or email lists for independent verification

About Enigma Research Corporation®

- World's leading event research firm
- Approximately 1000 events surveyed since 1993
- Offices in New York, Toronto, and Santa Monica

Other Enigma Independent Event Audits

- No list of events is publicly distributed. Consultants must be contacted for a list of scheduled events.

