ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers

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## enigma research

## 2017 DAYTONA SPEEDWEEKS

Daytona Beach, Florida

February 18-26, 2017

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## Highlights

## Favorite drivers

(1) Dale Earnhardt Jr. (88)

## Most recalled sponsors

Chase Elliot (24)
Monster Energy
(2) Toyota

Jimmie Johnson (48)
(3) Chevrolet

| Most visited vehicle manufacturer exhibits |
| :--- |
| 1 Chevrolet |
| 2 Toyota |
| 3 F Ford |

## Top beverages consumed on-site

Bottled water(2) Beer
(3) Soda

## Most appreciated non-manufacturer exhibits <br> (1) Lucas Oil <br> (2) U.S Air Force <br> General Tire

## Top preferred brands of attendees

Auto insurance: State Farm

- Wireless services: Verizon
- Vehicle: Chevrolet

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Least visited exhibits
    Fifth Third Bank
(2) Microsoft Windows }1
Lucas Oil
```


## Tourism and economic impact

Percentage non-local: 74\%

- Estimated hotel room nights: 58,600
- Estimated economic impact of attendees: $\$ 118.4 \mathrm{M}$


## Most popular features within brand activations

(1) Axalta painted motorcycles

## Best attendee comments

"Love the area! Love Daytona Speedway! Definitely want to go back!
U.S. Air Force fighter jet

New Holland machinery

Everyone was so nice. NASCAR fans are the best!"

- "It would be nice if the Fanzone had some more entertainment and stayed open an hour after the races."
"We were disappointed in the lack of Monster Energy merchandise available."


## Event Experience



## Sponsor Recall and Appreciation



Extent to which brands and corporate sponsors enhanced experience


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


## Vehicle Manufacturer Exhibit Evaluations



Chevrolet

PARTICIPATION RANKING

ENHANCEMENT RANKING


Toyota
2



Ford
(3)


EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)
Greatly enhanced
Somewhat enhanced
Did not enhance


MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)


## Vehicle Manufacturer Exhibit Evaluations



Harley-Davidson
PARTICIPATION RANKING ENHANCEMENT RANKING

PARTICIPATION
Entered exhibit
Saw from outside
Did not see

ACTIONS TAKEN (among those who entered)

| Tried or watched <br> motorcycle on dyno |
| :--- |
| Sat on motorcycle |
| Tried BOOM! audio <br> exhibit |
| Received gift or <br> merchandise |



Can-Am


New Holland
6



EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)
Greatly enhanced
Somewhat enhanced
Did not enhance


MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

| Motorcycle/ATV owners |
| :--- |
| All exhibit visitors |


| Motorcycle/ATV owners |
| :--- | :--- |
| All exhibit visitors |

All exhibit visitors


## Beverage Activation Evaluations



Monster Energy


Busch


Coca-Cola
PARTICIPATION RANKING enhancement ranking

## PARTICIPATION

Entered exhibit
Saw from outside
Did not see


2



EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)
Greatly enhanced
Somewhat enhanced
Did not enhance


MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

| Monster preferred brand |
| :--- |
| Other preferred brand |


| Busch preferred brand |
| :--- |
| Other preferred brand |


| Coca-Cola preferred brand |
| :--- |
| Other preferred brand |

## Other Activation Evaluations



## Other Activation Evaluations



## Other Activation Evaluations



## Other Activation Evaluations



Lucas Oil PARTICIPATION RANKING ENHANCEMENT RANKING

## PARTICIPATION

Entered exhibit
Saw from outside
Did not see
ACTIONS TAKEN (among those who entered)



Microsoft Windows 10 11



Fifth Third Bank
12
(a)


EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)
Greatly enhanced
Somewhat enhanced
Did not enhance


MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)


## On-site Beverage Consumption

| Beverages consumed on-site | On-site Purchases |  |
| :---: | :---: | :---: |
|  | Percentage consumed on-site | Average daily consumption on-site (among consumers) |
| Bottled water | -ns | -ns |
| Beer | - | -ne |
| Soda | -n | -n |
| Liquor or spirits | -ns | nem |
| Energy drinks | - | -ns |
| Coffee or coffee drinks | Ees | Ees |
| Wine or wine coolers | -ne | -ns |
| Juice | -n | ens |
| Other beverages | tex | tex |

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


## Product Ownership and Use



## Vehicle Preferences



## Brand of Vehicle Driven (among owners)




## Telecommunications Brand Preferences



## Beverage Brand Preferences



Soda brand drink most often (among soda drinkers)


Preferred liquor or spirits brand (among liquor drinkers)


Preferred energy drink brand (among energy drink consumers)


## Other Brand Preferences



Preferred US airline (among those flying within 30 days)


Auto insurance company


Preferred cigarette brand (among smokers)


## Demographics of Attendees



## Current living situation



Occupation


Household income (before taxes)


## Tourism and Economic Impact

| Total locals <br> (Daytona Beach Area) |  |
| :--- | :--- |
| Total non-locals |  |
| (outside Daytona Beach Area) |  |
| Estimated unique attendees <br> (from published attendance) |  |



Transportation to region (among non-locals)


## Accommodations in region (among non-locals)



## Economic Impact of Attendees



## Spending by non-local attendees



Spending by local attendees
(not economic impact)


## Comments from Attendees

"First time to Daytona and it brought tears to my eyes!!!! Dream come true and will be
coming back". coming back".
"Florida Hospital phone charging stations were useful. Wish they were everywhere."
"Free parking lot with bus service done very well!"
"Had a great day. Brought father-in-law to celebrate his 90th birthday. He is looking forward to next year for 91 !"
"I do not like the Midway. Much preferred the trailers and flea market aspect of years past".
"I missed Florida Lottery on the Midway. Why??"
"It was awesome! We drove all the way from California and camped on
Lake Lloyd for 11 days!"
"It would be nice if the Fanzone had some more entertainment and stayed open an hour after the races".
"Love the area! Love Daytona Speedway! Definitely want to go back! Everyone
was so nice. NASCAR fans are the best!"

"My husband and I always enjoy Daytona 500. Next year we plan on the whole Speedweek. It will be our vacation."
"One thing I don't like is they have about 10 or 12 people walking around with bullhorns telling me how l'm going to hell because I come to a NASCAR event on Sunday".
"Really miss seeing the haulers and having fun walking around outside the track area".
"The new stadium is awesome. Love the escalators".
"There were not as many vendors or displays in the midway. I missed the Budweiser Clydesdales, the National Guard, and Army displays".
"Tickets for the race are getting way too high. Tracks forget who supported them in the past. Used to attend at least 5 races a year now 0 or $1^{1 \prime}$.
"We are not happy with the new format for the Daytona 500. It creates a much longer day in comparison to the prior format".
"We were disappointed in the lack of Monster Energy merchandise available".
"When the back stretch was open I bought 18-24 seats annually for 14 years.
In the new stadium I only purchase 6 seats".
"Wish they served coffee at the stadium".


## Methodology

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

Field dates
Sampling
method

Sample size

| Incentive for <br> respondents | $\$ 200$ Visa gift card |
| :--- | :--- |

## Verification

SSkill-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 ${ }^{\ominus}$ <br> World's leading event research firm <br> Approximately 1000 events surveyed since 1993 <br> 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.


