

ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers

2017 Vans US Open of Surfing
Huntington Beach, California

July 29 - August 6, 2017



enigma
research



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Most popular women's quarterfinalists

- 1 Sage Erikson (USA)
- 2 Courtney Conlogue (USA)
- 3 Coco Ho (HAW)

Most popular features within brand activations

- 1 Complimentary Clif bars
- 2 Frontier Communications video screens
- 3 Vans Official Store

Most popular men's quarterfinalists

- 1 Kanoa Igarashi (USA)
- 2 Felipe Toledo (BRA)
- 3 Patrick Gudauskas (USA)

Top beverages purchased on-site

- 1 Bottled water
- 2 Beer
- 3 Coffee or coffee drinks

Most visited brand activations

- 1 Vans Store and Village
- 2 World Surf League
- 3 Hydro Flask

Top preferred brands of attendees

- Liquor: Tito's vodka
- Vehicle: Toyota
- Wireless: Verizon

Most appreciated brand activations

- 1 Clif
- 2 Vans Store and Village
- 3 World Surf League

Tourism and economic impact

- Percentage non-local: 24%
- Estimated hotel room nights: 4,500
- Estimated economic impact of attendees: \$10.9M

Most recalled sponsors

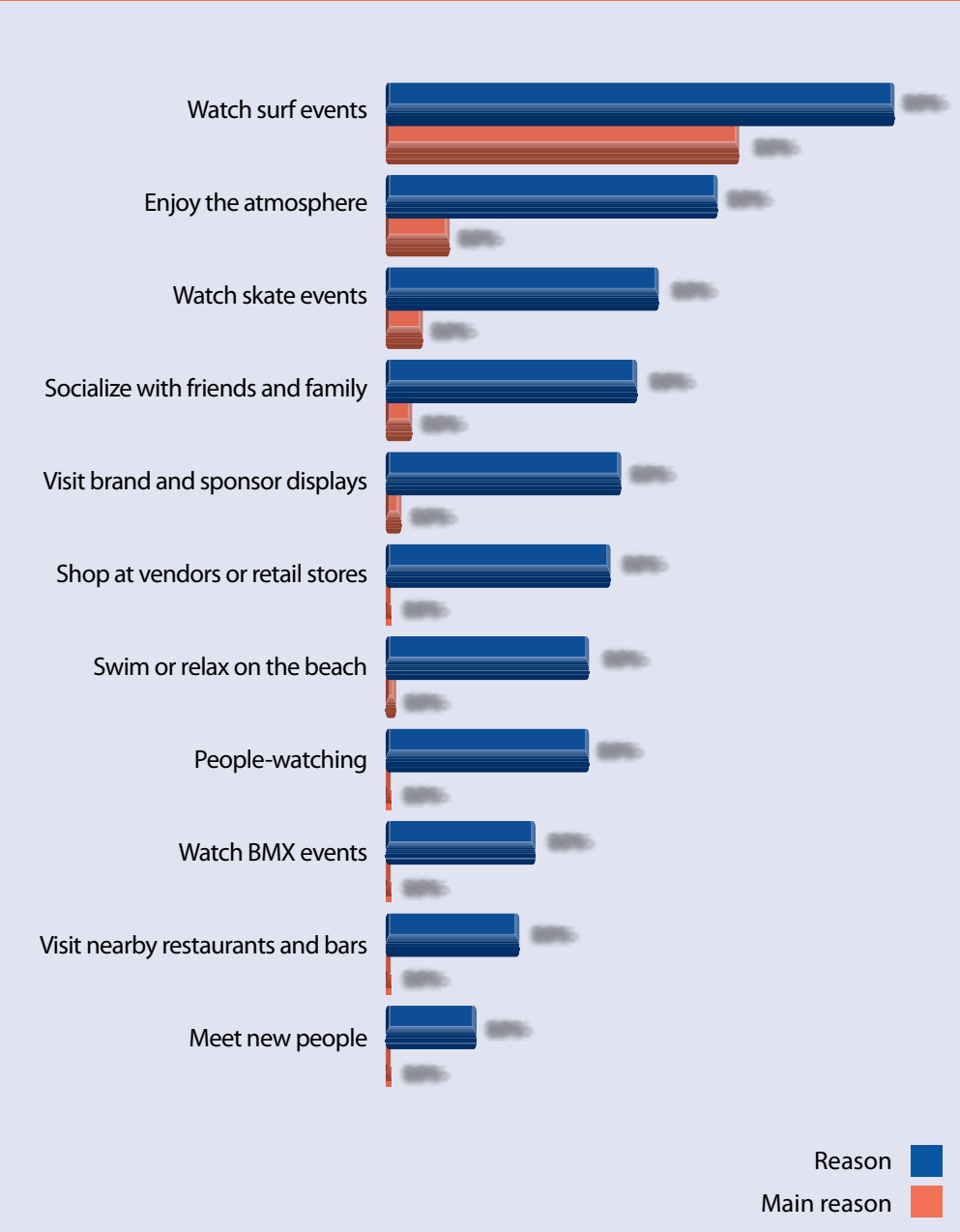
- 1 Vans
- 2 Hydro Flask
- 3 Jeep

Best attendee comments

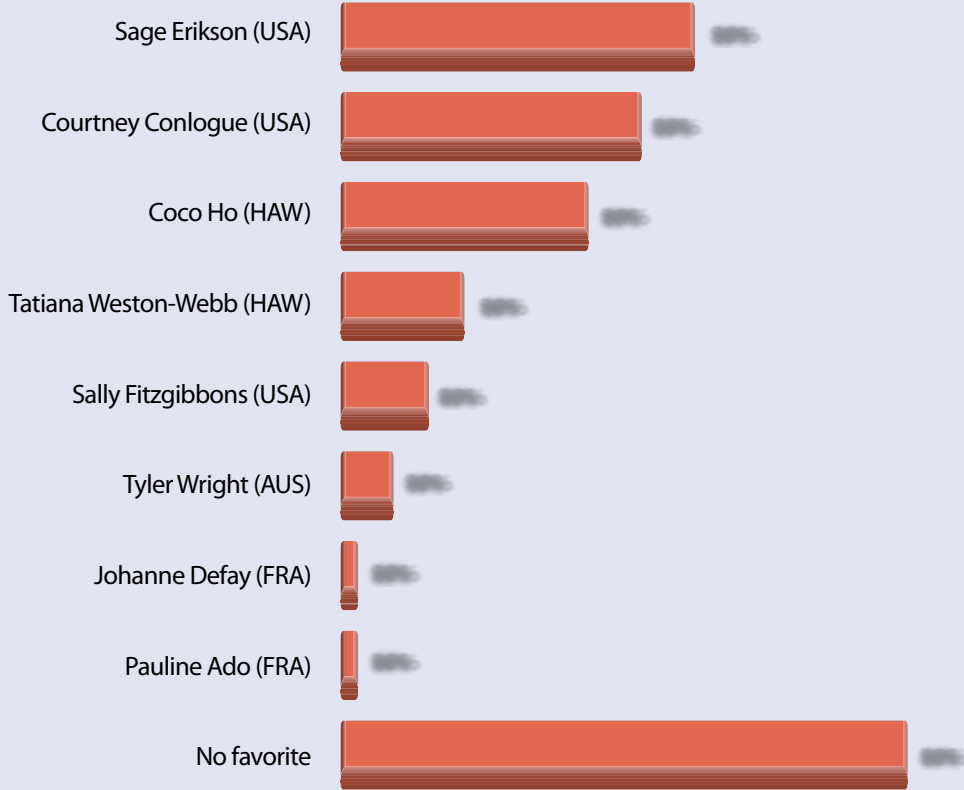
- "I was stoked that Vans took sponsorship of this event. It was a match made in heaven."
- "Loved the Hydro Flask water filling station. Also the free hot dogs and snow cones."
- "Gnarly event! Definitely going again next year!"

Event Experience

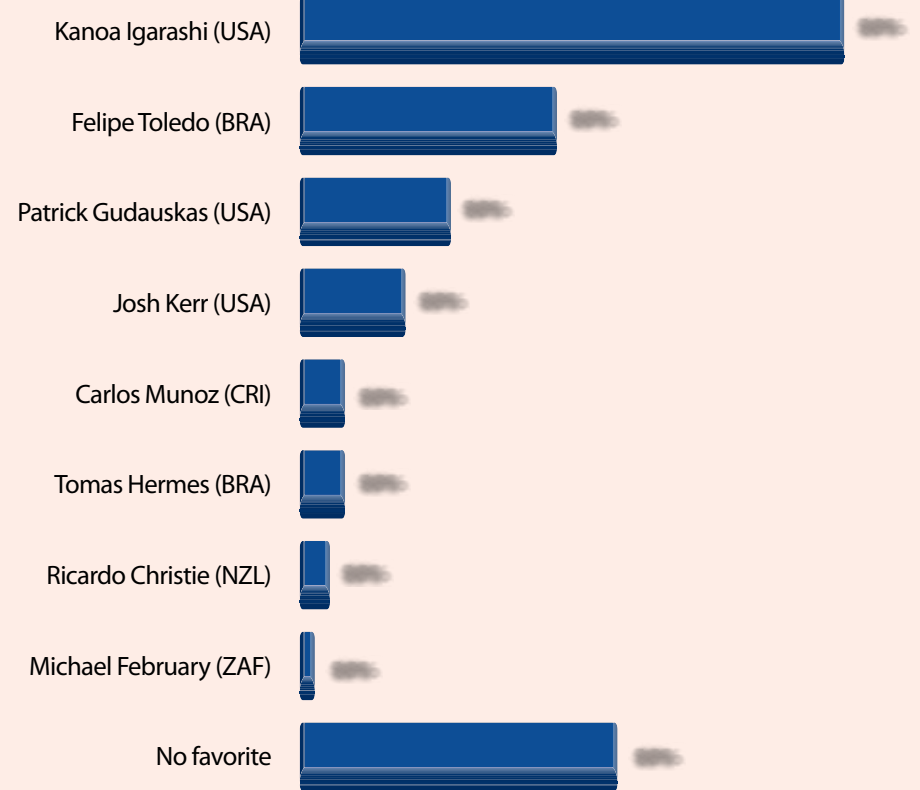
Reasons for attending Vans US Open of Surfing (aided)



Favorite competitor in Women's Quarterfinals



Favorite competitor in Men's Quarterfinals



Event ratings

□ excellent
 □ good
 □ fair
 □ poor



Value for admission price



Quality of entertainment



Variety of entertainment



Cleanliness



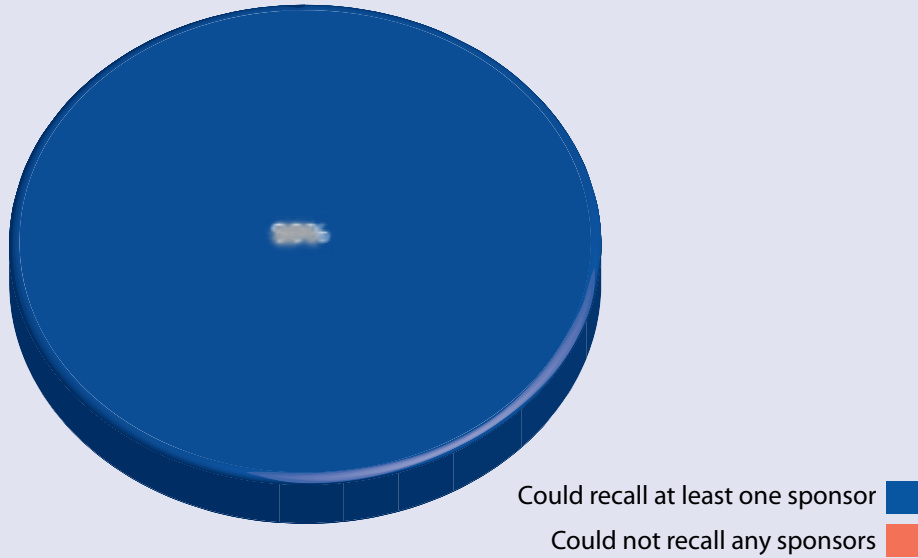
Quality of food and beverage



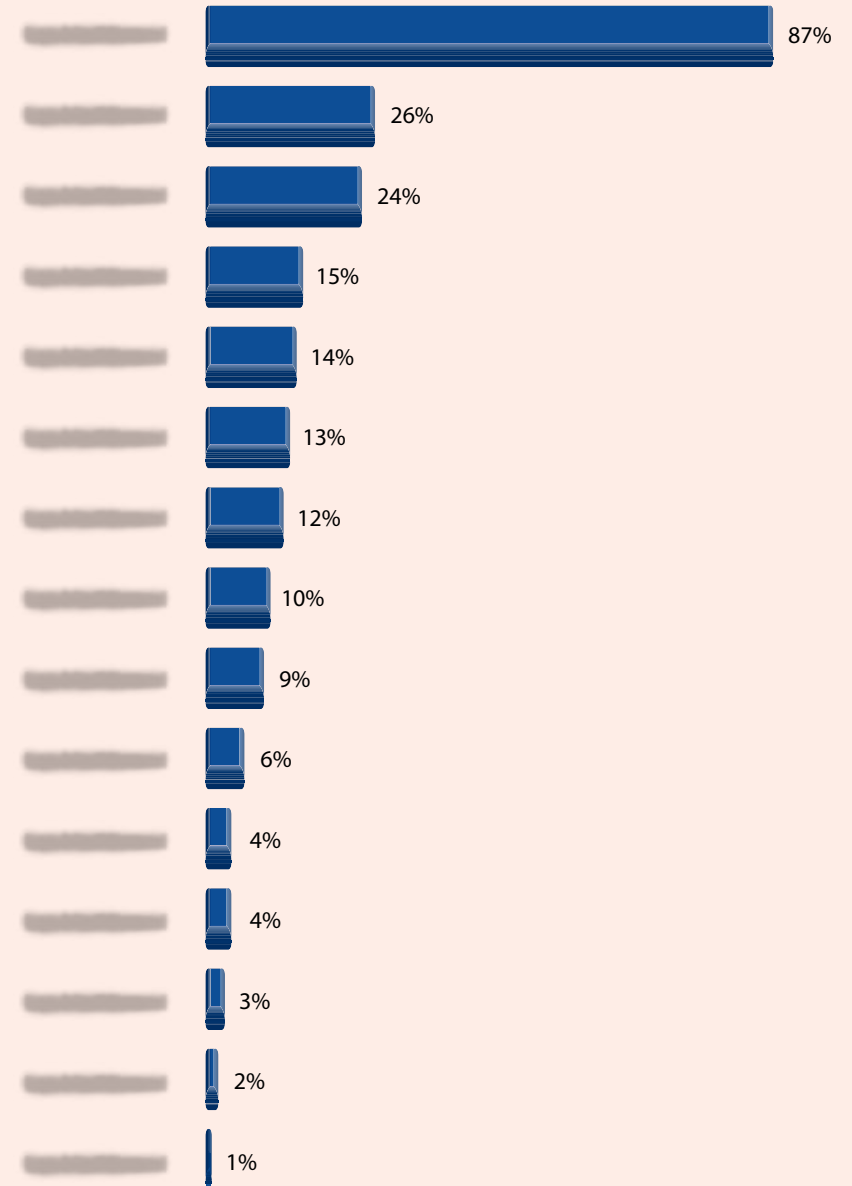
Variety of food and beverage

Sponsor Recall and Appreciation

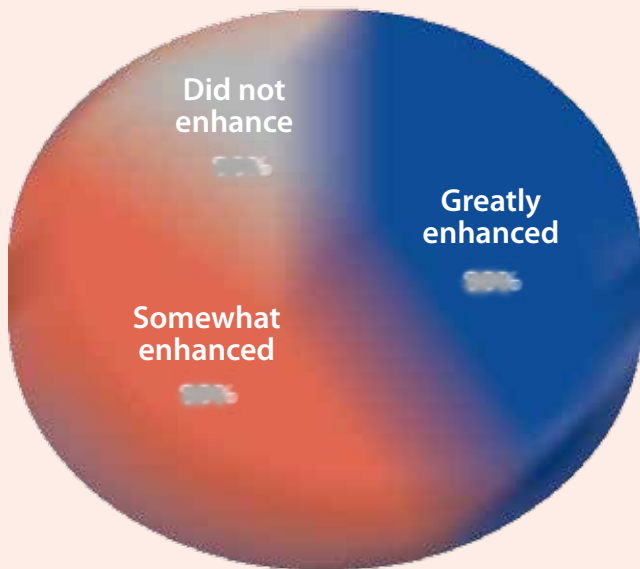
Sponsor recall



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



Extent to which brands and corporate sponsors enhanced experience



Activation Evaluations



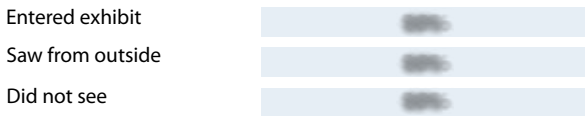
Vans Store and Village

PARTICIPATION RANKING

ENHANCEMENT RANKING



PARTICIPATION



ACTIONS TAKEN (among those who entered)

Visited Vans Official Store	<input type="checkbox"/>
Took photos with Vans backdrop	<input type="checkbox"/>
Purchased Vans merchandise	<input type="checkbox"/>
Saw or met celebrity athletes	<input type="checkbox"/>
Visited Welcome Center	<input type="checkbox"/>
Played outdoor games and activities	<input type="checkbox"/>
Received free Vans merchandise	<input type="checkbox"/>
Visited House of Vans DIY workshop	<input type="checkbox"/>
Played in family sandcastle area	<input type="checkbox"/>

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)



MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT

(among those who entered)

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>



Activation Evaluations



World Surf League



Hydro Flask



Clif

PARTICIPATION RANKING

2

3

4

ENHANCEMENT RANKING



PARTICIPATION

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

ACTIONS TAKEN (among those who entered)

Purchased merchandise	<input type="checkbox"/>	Looked at Hydro Flask merchandise	<input type="checkbox"/>	Received complimentary Clif bar	<input type="checkbox"/>
Played bag toss game	<input type="checkbox"/>	Used water filling station	<input type="checkbox"/>	Saw or met athletes	<input type="checkbox"/>
Entered contest to win surfboard	<input type="checkbox"/>	Saw or met athletes	<input type="checkbox"/>	Took photo with artistic backdrop	<input type="checkbox"/>
		Played bowling game	<input type="checkbox"/>		



EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

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

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

Yes	<input type="checkbox"/>	Yes	<input type="checkbox"/>	Yes	<input type="checkbox"/>
No	<input type="checkbox"/>	No	<input type="checkbox"/>	No	<input type="checkbox"/>

Activation Evaluations



Jeep

5



D'Angelico New York

6



G-SHOCK

7



PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

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

ACTIONS TAKEN (among those who entered)

Jeep	D'Angelico	G-SHOCK
Took photos of vehicles <input type="checkbox"/>	Watched Open Mic performance <input type="checkbox"/>	Looked at G-SHOCK products <input type="checkbox"/>
Spoke with representative <input type="checkbox"/>	Looked at or tried instruments <input type="checkbox"/>	Played toss game to win watch <input type="checkbox"/>
Sat in vehicle <input type="checkbox"/>	Entered contest to win a guitar <input type="checkbox"/>	Watched live events on screen <input type="checkbox"/>
Registered for free Jeep gift <input type="checkbox"/>		Saw or met athletes <input type="checkbox"/>

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

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

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

Jeep	D'Angelico	G-SHOCK
Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>

Activation Evaluations



Lifeproof

7



Frontier Communications

9



Michelob Ultra

10



PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

Entered exhibit	100%	100%	100%
Saw from outside	100%	100%	100%
Did not see	100%	100%	100%

ACTIONS TAKEN (among those who entered)

Looked at Lifeproof phone cases	100%	Watched entertainment on screens	100%	Visited Surf Deck	100%
Cooled off with giant mist fans	100%	Received painted vinyl record	100%	Tried or watched Fit Crawl activities	100%
Used photo kiosk	100%			Consumed Michelob Ultra	100%
Posted photo for chance to win	100%			Received Michelob Ultra merchandise	100%
Used charging stations	100%			Used photo kiosk	100%
Wrote with chalk on giant smartphone	100%				



EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	100%	100%	100%
Somewhat enhanced	100%	100%	100%
Did not enhance	100%	100%	100%

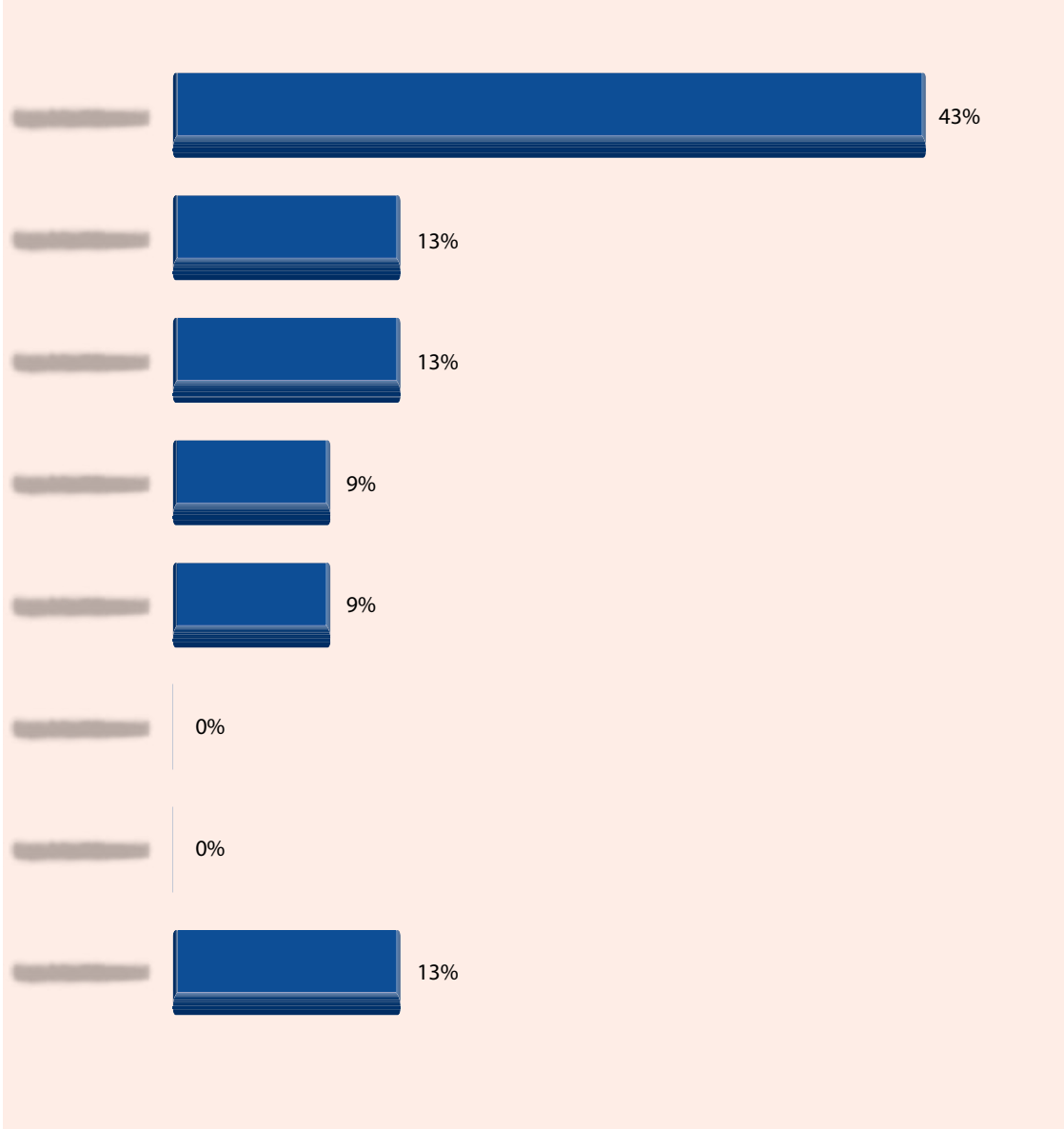
MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

Yes	100%	Yes	100%	Yes	100%
No	100%	No	100%	No	100%

Beverage Consumption

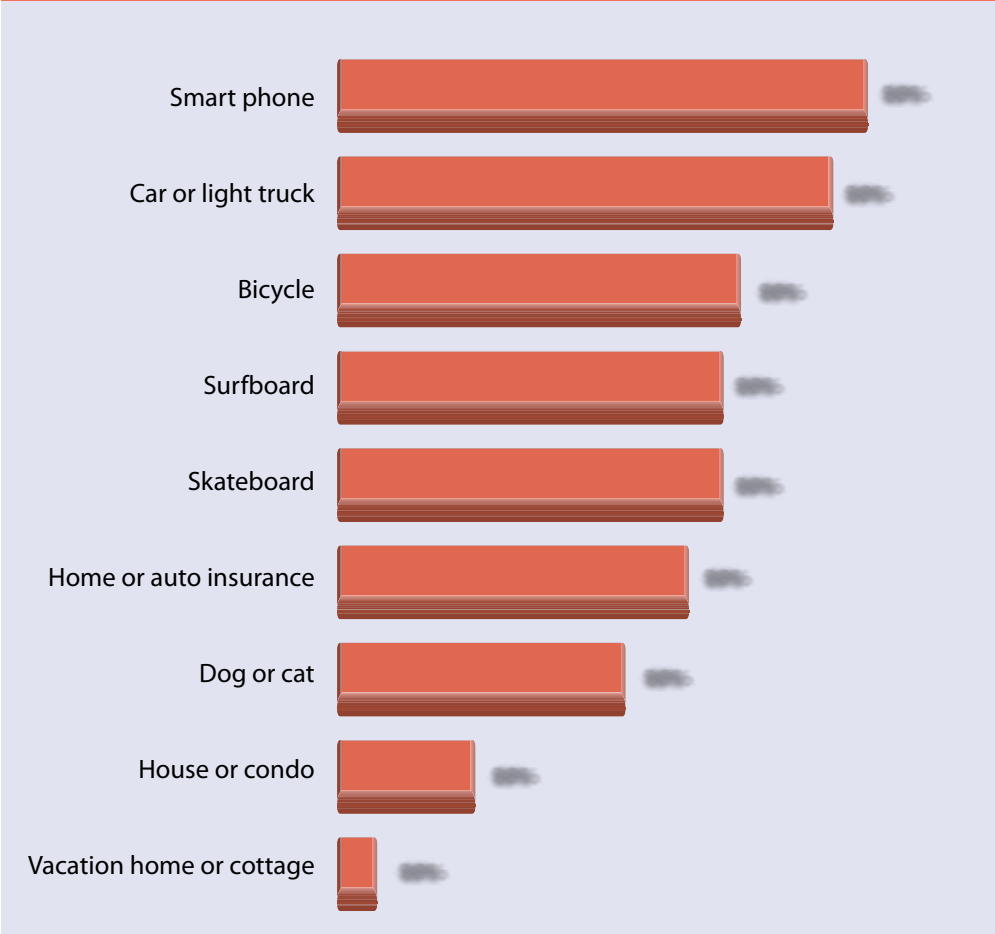
Beverages consumed on-site	Purchased at event	
	Percentage consumed	Average daily consumption at event (among consumers)
Bottled water		
Beer		
Coffee or coffee drinks		
Energy drinks		
Soda		
Juice		
Liquor or spirits		
Wine or wine coolers		
Other beverages		

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

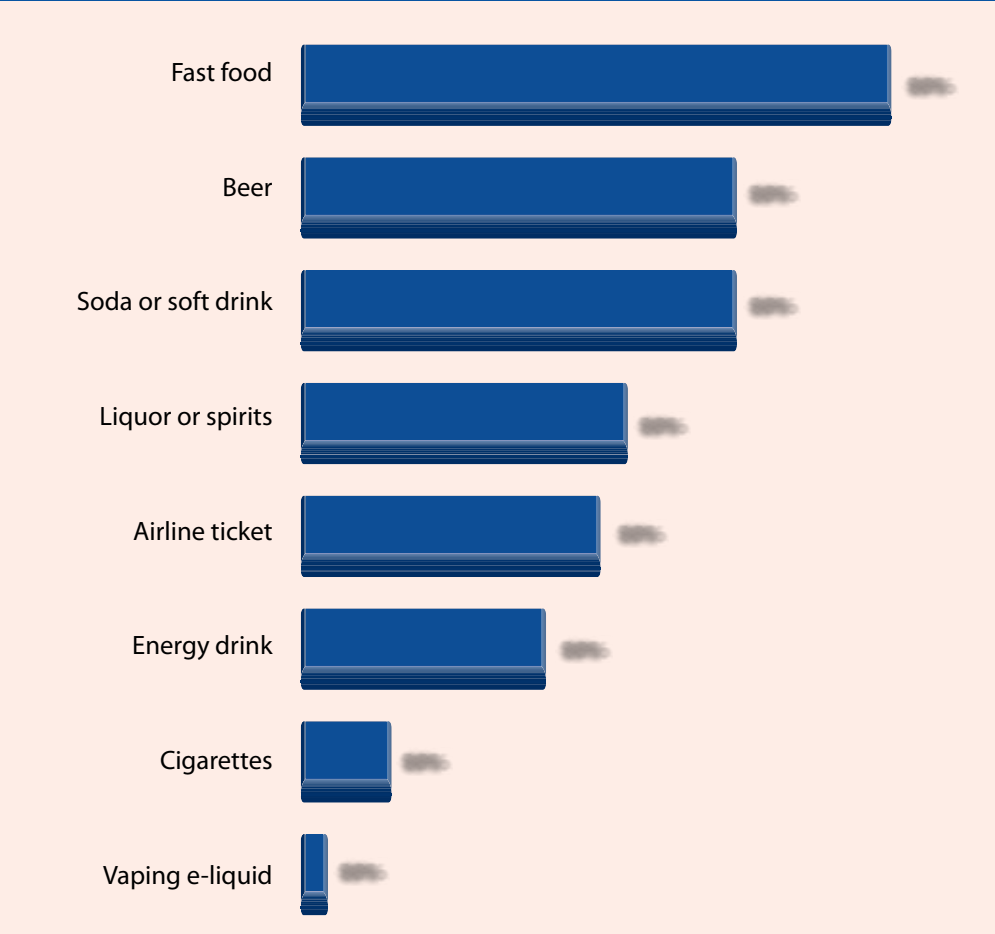


Product Ownership and Use

Product ownership



Products purchasing within next 30 days

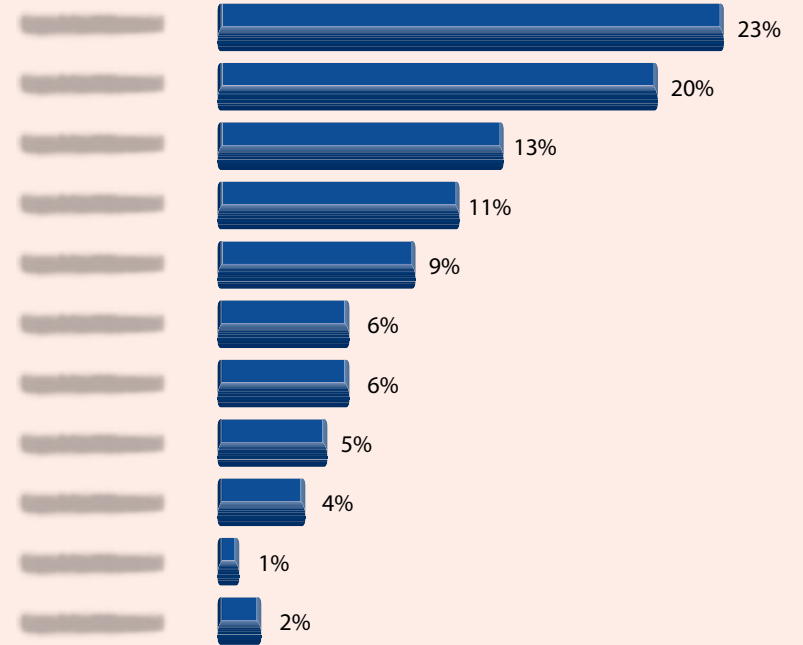


Vehicle Preferences

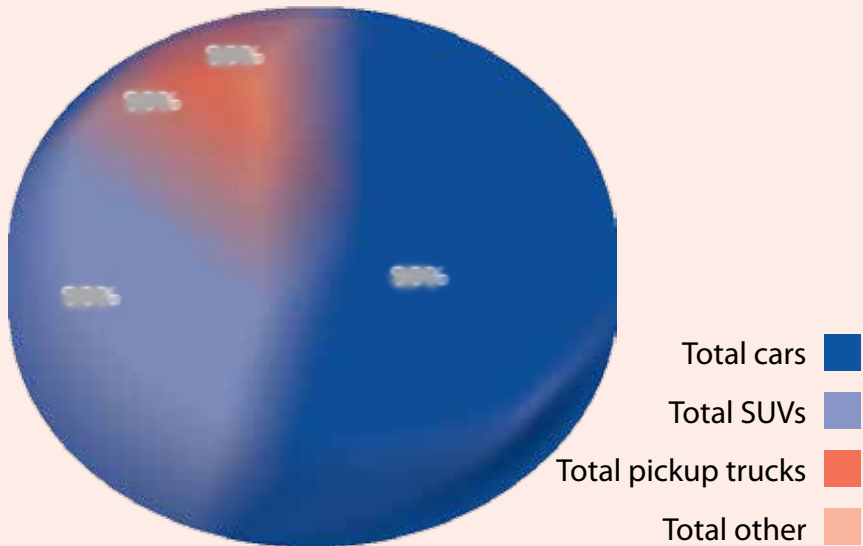
Vehicle ownership



Type of vehicle driven (among owners)

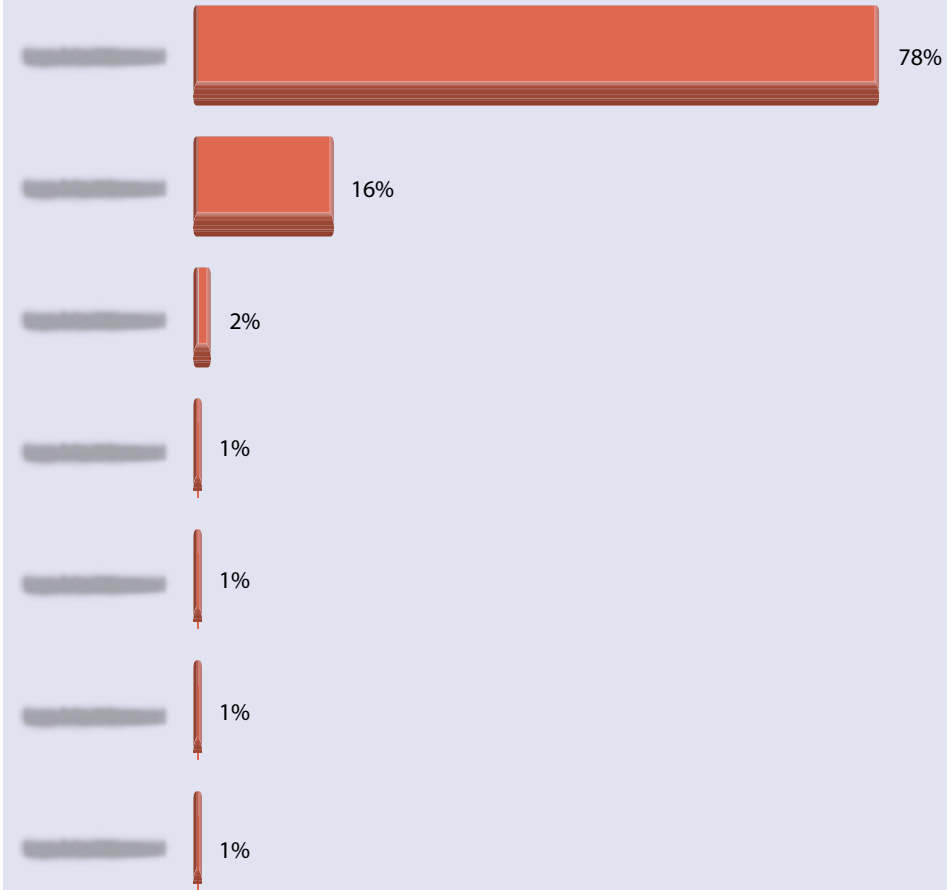


Total vehicles

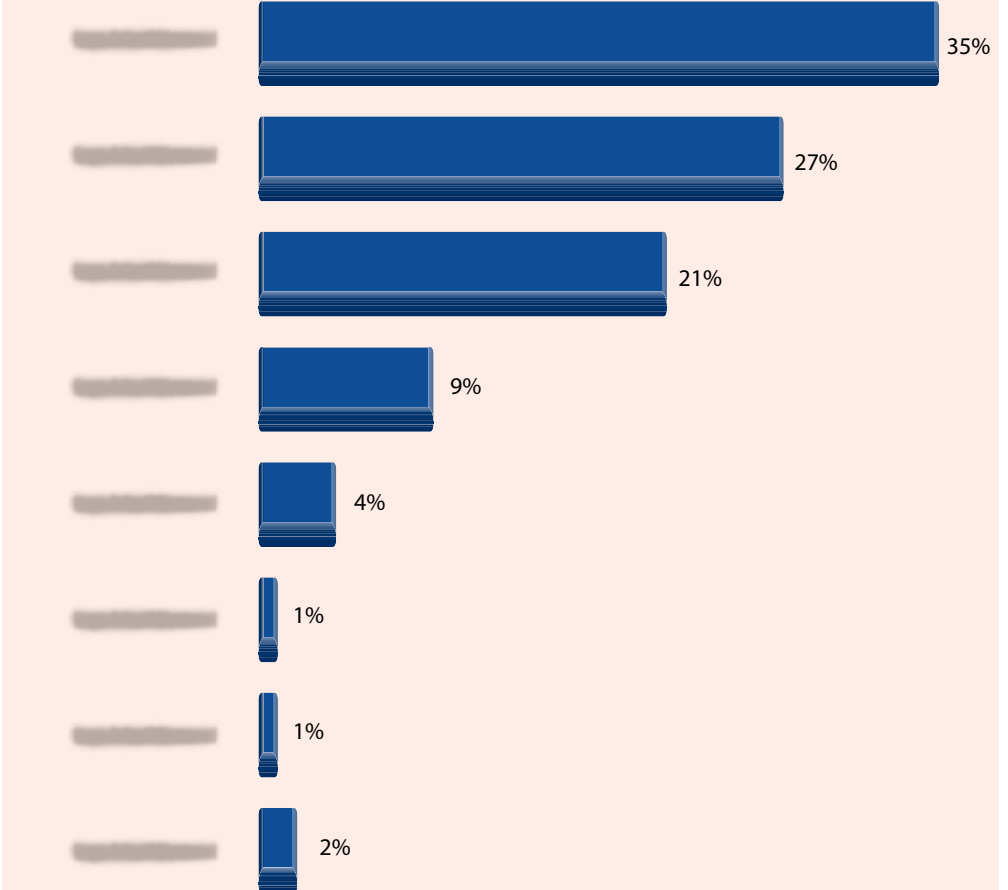


Telecommunications Brand Preferences

Smart phone or tablet used most often (among owners)

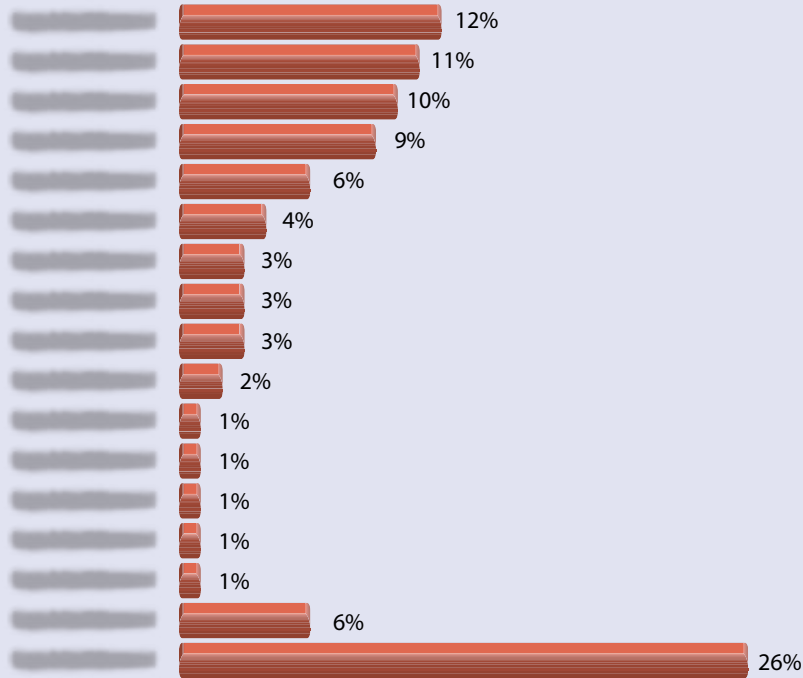


Wireless service provider (among users)

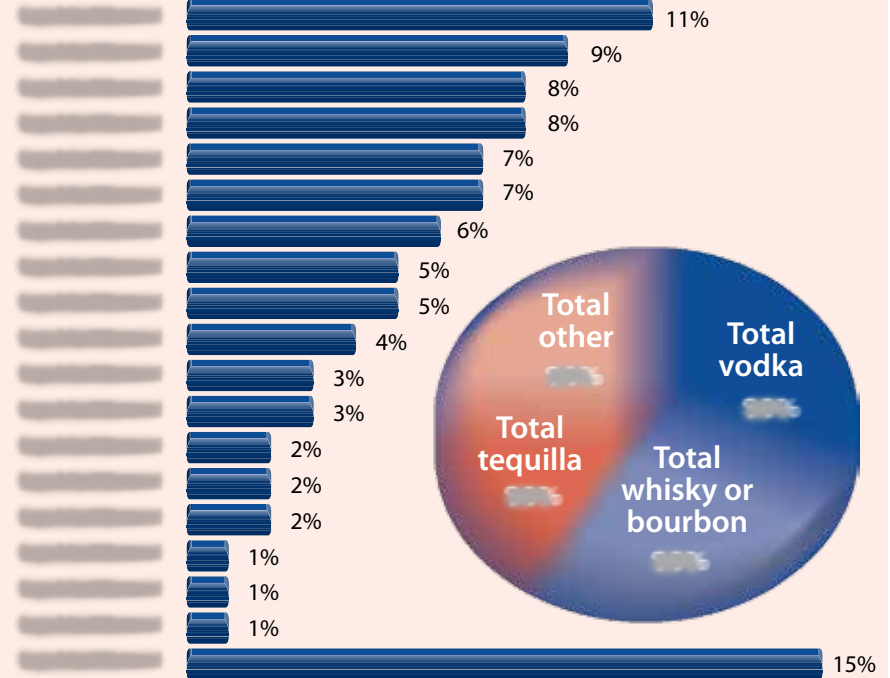


Beverage Brand Preferences

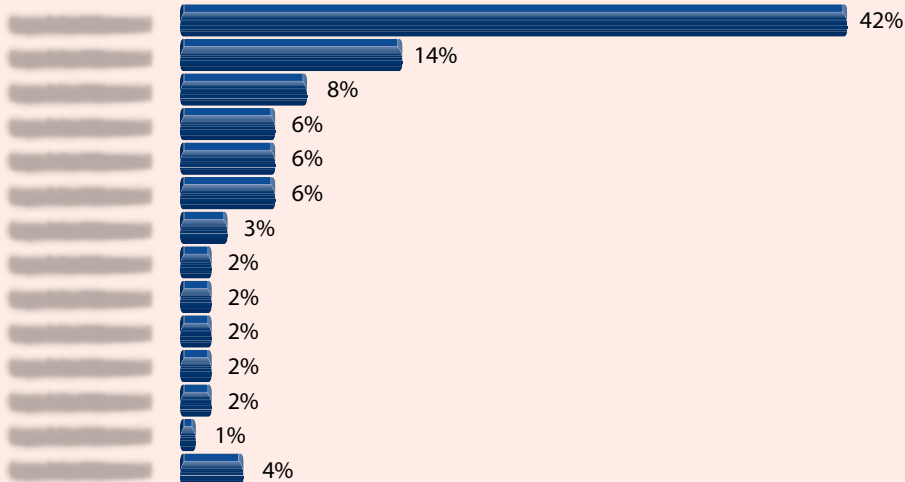
Beer brand drink most often (among beer drinkers)



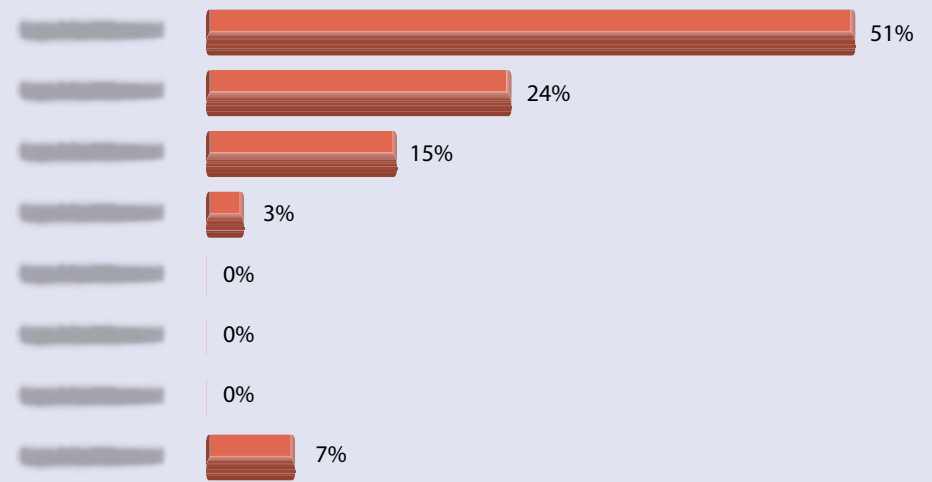
Preferred liquor or spirits brand (among liquor drinkers)



Soda brand drink most often (among soda drinkers)

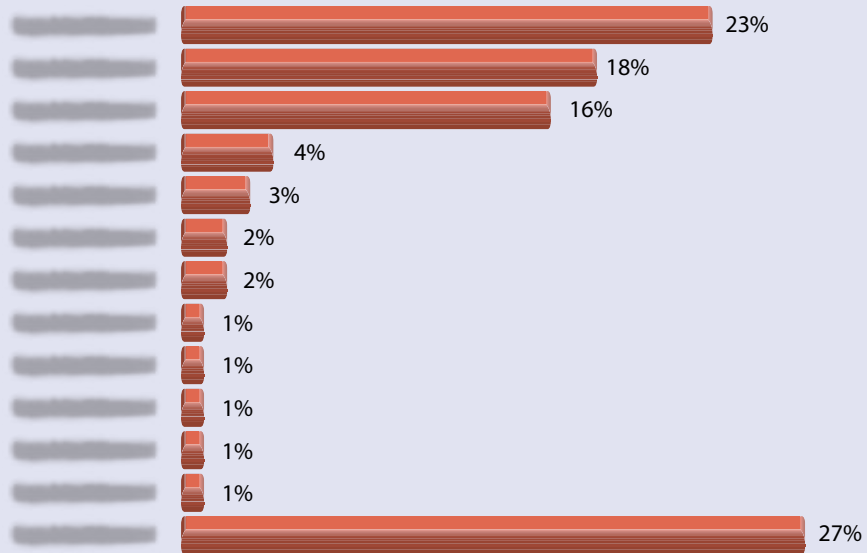


Preferred energy drink brand (among energy drink consumers)

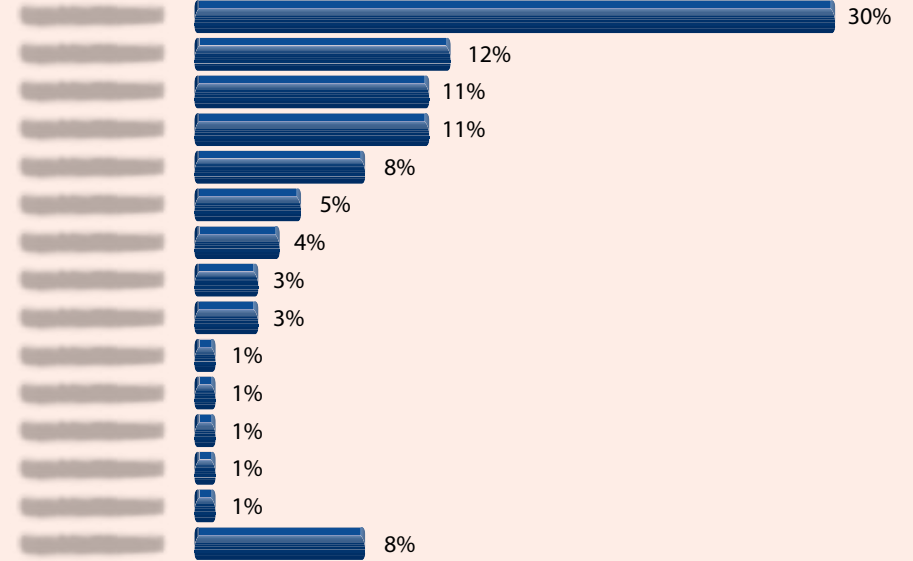


Other Brand Preferences

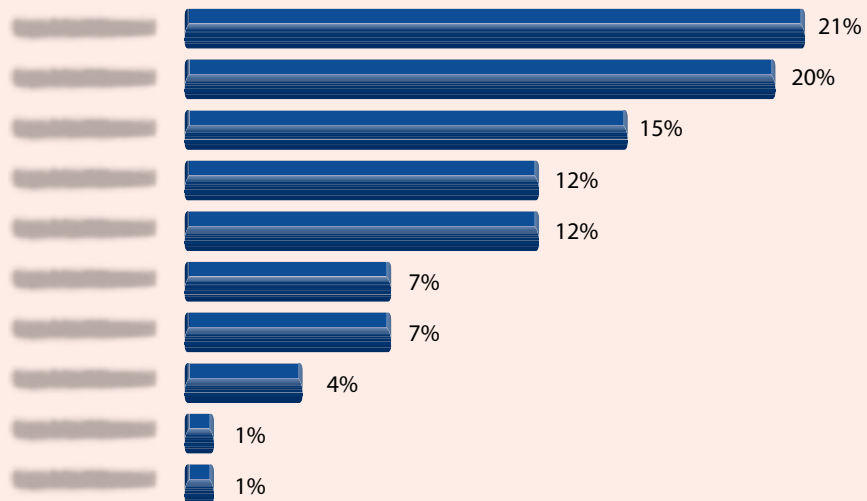
Bank use most often



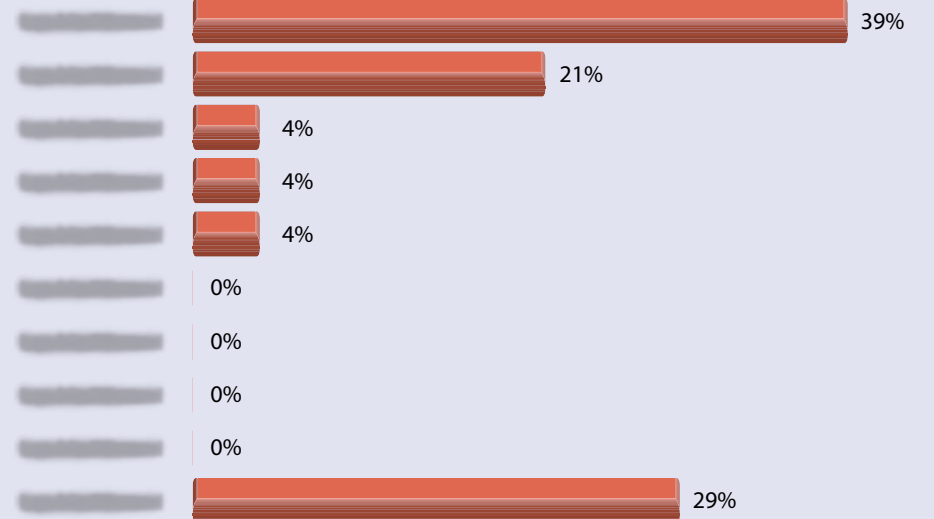
Auto insurance company



Preferred US airline (among those flying within 30 days)

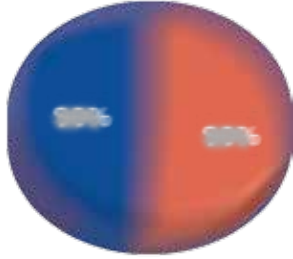


Preferred cigarette brand (among smokers)

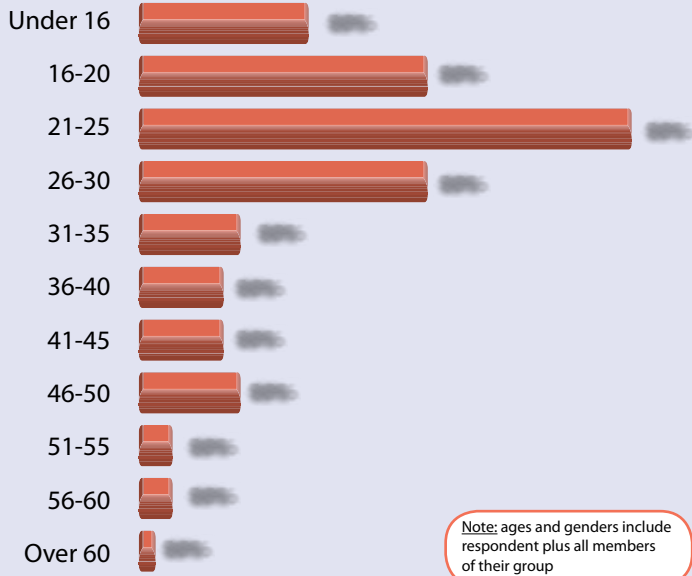


Demographics of Attendees

Male ■
Female ■

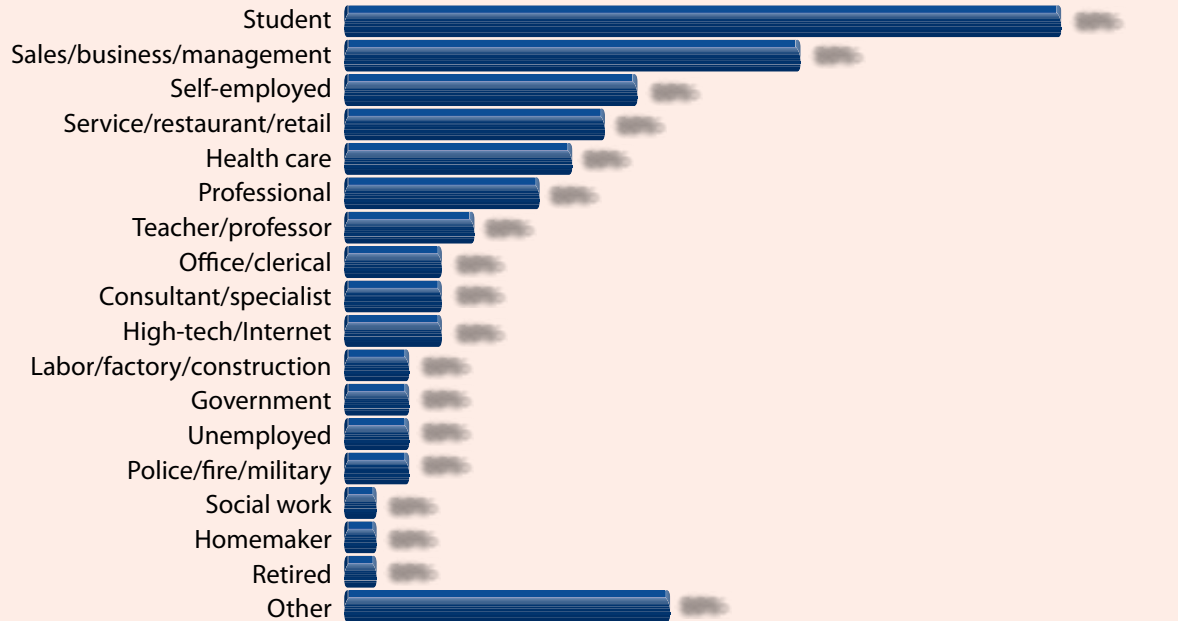


Age categories

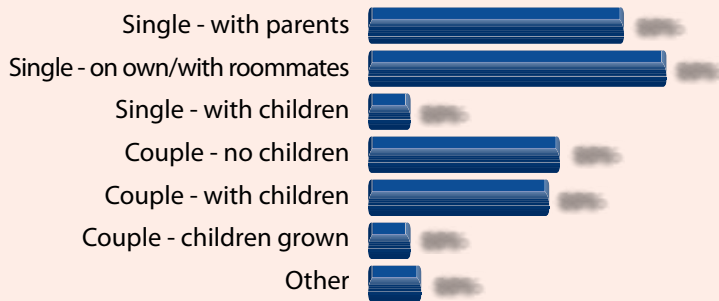


Note: ages and genders include respondent plus all members of their group

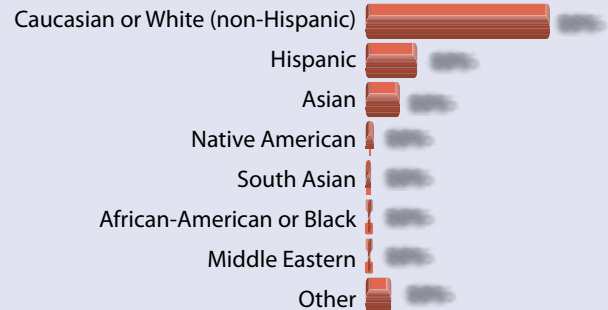
Occupation



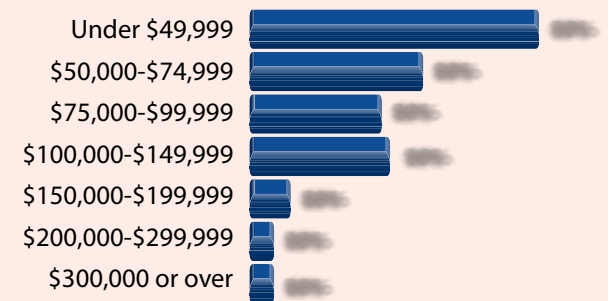
Current living situation



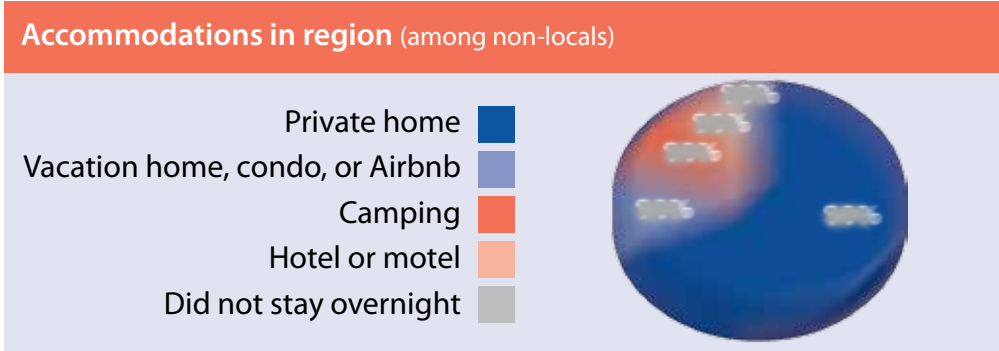
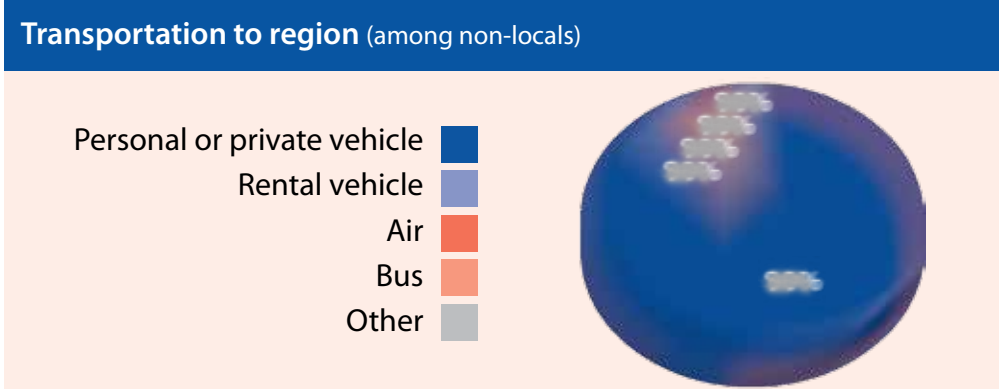
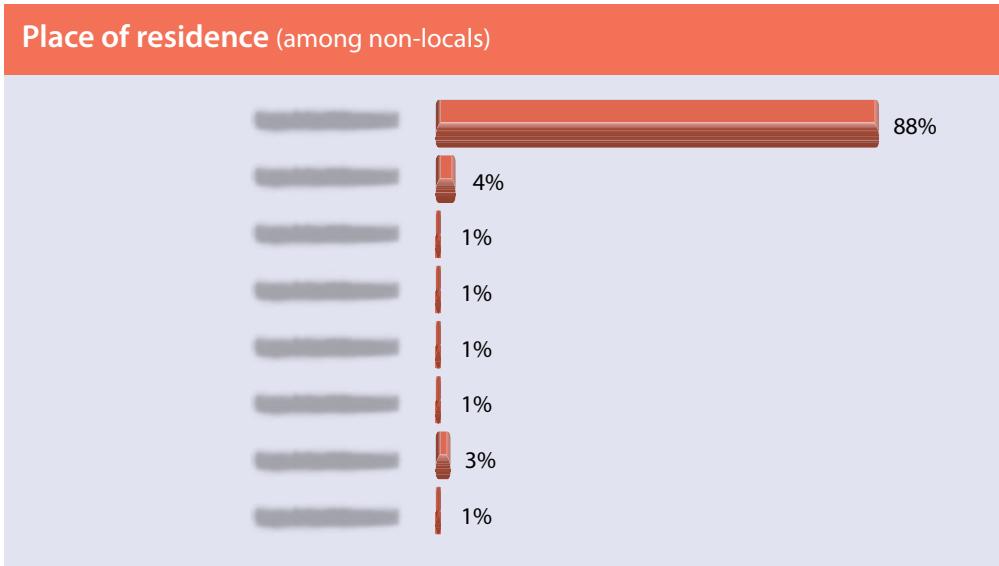
Ethnicity



Household income (before taxes)



Estimated attendance	
Total person-visits (from published attendance)	████████████████████
Average visits per person	████████████████████
Estimated unique attendees	
Total locals (Huntington Beach or Orange County)	████████████████████
Total non-locals (outside Huntington Beach or Orange County)	████████████████████
Estimated unique attendees	
Average nights stayed (all non-locals)	████████████████████
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

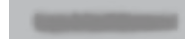


Spending by non-local attendees

Shopping and retail



Restaurants outside event site



Accommodations



Parking, fuel, and repairs



Groceries



Retail clothing



Other entertainment



Concessions at event site



Car rentals



Public transit or taxis



Ride share services



Total spending by non-locals



Spending by local attendees (not economic impact)

Shopping and retail



Restaurants outside event site



Concessions at event site



Retail clothing



Parking and fuel



Ride share services



Public transit or taxis



Total spending by locals



Comments from Attendees

PREVIEW
VERSION

"A little more public shade would have been nice. Most of the the shade was VIP."

"Everything was awesome. I wish there were a few more places to grab a beer."

"Free samples of Monster or Red Bull and more giveaways would be great!"

"Give away more free stuff like in the '90s."

"Give us a discount on Airbnb!"

"Gnarly event! Definitely going again next year."

"Great energy. Most surfers are really nice, classy people."

"I was stoked that Vans took sponsorship of this event. It was a match made in heaven."

"I wish they'd bring back beach concerts like we used to have when Hurley/Nike sponsored the event."

"Love the amount of law enforcement officers. Kept it calm."

"Love the Vans giveaways, lunch, games, mechanical surfboard, BMX stunts, and artists!"

"Loved the Hydro Flask water filling station. Also the free hot dogs and snow cones."

"Maybe one year we can bring back some concerts on the beach."

"Since Vans took over from Hurley it doesn't seem as big and fun. Sorry!"

"Super mellow year. I got to experience VIP which was awesome."

"The public grandstands need to be next to the pier to provide a surf stadium feel."

"The US Open doesn't just bring people to the beach. It transforms the social aspects of the entire downtown Huntington Beach area."

"The Vans US Open is a reunion for me and many friends on an annual basis. I bought my first pair of Vans after attending in 2013!"

"We look forward to this every year. And are thankful to bring the family to something we can afford."

"Would have liked a wicker hat with 'US Open' on it. Only had 'Vans'."



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 600 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.

