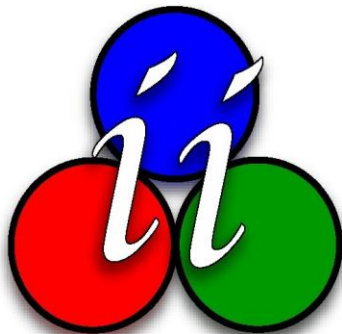


Burton US Open

February 2020



**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

Prepared for:  
*Burton US Open*

Prepared by:  
*Intercept Insight, LLC*  
PO Box 2078  
Avon, CO 81620  
970.331.1086  
[www.interceptinsight.com](http://www.interceptinsight.com)

# Table of Contents

---

## Table of Contents

Objectives .....	1
Methodology .....	2
Overview and Summary .....	3
Highlights .....	4
Detailed Findings	
Attendee Details .....	6
Recommendation (Net Promoter Score) .....	11
Event Performance.....	13
Media/Awareness .....	18
Spending Habits .....	21
Attendance/Revenue Generation .....	24
Accommodations .....	26
Geographical Data .....	29
Demographical Data .....	31
Favorite activities .....	36
End of Report	

# Objectives

---

Burton invested in a third party research company, Intercept Insight, LLC, to conduct intercept surveys during the Burton US Open to help quantify decisions and increase performance related to the event. With this insight, Burton is able to evaluate economic contributions of the event, develop objectives to increase the overall performance, market effectively, and provide sponsors with valuable data regarding the event. Burton identified several objectives for this study.

## Objectives:

- ❖ Attendee details (e.g. attendance, reason for visiting Vail, prior attendance, loyalty)
- ❖ Intent to return to the event
- ❖ Quantify recommendations
- ❖ Evaluate event performance
- ❖ Estimate spending habits
- ❖ Estimate revenue generation
- ❖ Understand media effectiveness/awareness
- ❖ Obtain demographical and geographical data
- ❖ Determine accommodations, nights stayed, town stayed in, etc.
- ❖ Favorite activities

# Methodology

---

Burton and Intercept Insight designed a core set of questions intended to meet the objectives of the study, including some event specific questions. Once the survey was approved the questions were programmed into a survey design tool and uploaded to handheld devices (iPads). The surveys were conducted in-person using the handheld devices to collect the data.

In-person intercepts were conducted February 26<sup>th</sup> – 29<sup>th</sup>, 2020 throughout the various venue locations. Surveyors were hired and trained to conduct the intercepts in a way so that a random representative sample of the population was being collected each day. Those surveyed must have been 18 years of age or older. A sample plan was designed, and a daily quota was met. Once the daily quotas were met the data was downloaded using a statistical software, and prepared for analysis and reporting.

# Overview and Summary

---

It is important to remember that this is a tool for gathering event attendees' opinions and feedback. Many of the results are presented in terms of percentages. Intercept Insight, LLC encourages readers to consider the overall direction that is suggested rather than *only* the statistics. Note that the margin of error is different for every single question response on the survey depending on the sample sizes, proportion of responses, and number of answer categories for each question. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

Burton engaged Intercept Insight, LLC for research services/in-person intercepts during the 2020 Burton US Open. These services included strategy and execution, survey development, programming, analysis, reporting, and staffing. Surveyors using handheld data collection tools conducted in-person intercepts throughout the various venue locations. 282 surveys were conducted over the course of the event, which provides a 5.7% margin of error at a 95% confidence interval with the data collected.

Using the total transactions within the parking structures over the course of the event, photos, square footage of venue locations, and data from specific survey questions, the total estimated attendance for the event was approximately 23,822. Using the estimated attendance and specific survey questions regarding accommodations, spending habits, and the percentage of those who came to Vail specifically for this event, an estimated revenue generation for the Town of Vail was calculated. The Burton US Open was responsible for generating approximately \$4.4M, within the Town of Vail.

Overall Satisfaction with the event was extremely high with a mean satisfaction rating of 4.8 on a scale of 1 to 5, where 1=Not at all satisfied and 5=Extremely satisfied. The Burton US Open earned a Net Promoter Score of 77, with 81% of the respondents classified as "Promoters". "Friends/family" was the most selected option when asked "How did you hear about, and/or where did you see advertising for this event this year?"

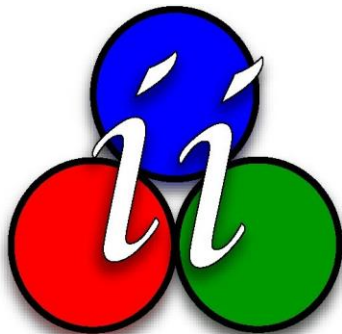
Locals made up 36% of the attendance, while 59% of the attendees were overnight guests. 53% of the attendees were from Colorado. 77% of those staying in paid lodging stayed in Vail; staying an average of 5.3 nights. The average age of the attendees was 40.1, with 59%/41% being male/female respectively. 26% attended with friends only, and 23% attended by themselves. The average number of children per family in attendance was 1.9, and the average age of children under 18 was 9.6 years. Most of the respondents enjoy hiking, skiing, and snowboarding.

# Highlights

---

- ❖ Total completed surveys – 282
- ❖ Sample size provides statistical validity with an error rate of 5.7% at a 95% confidence interval
- ❖ Estimated attendance – 23,822
- ❖ Estimated revenue generated to the Town of Vail - \$4.4M
- ❖ Net Promoter Score – 77
- ❖ Overall Satisfaction – 4.8 (using a scale of 1 to 5, where 1=Not at all Satisfied and 5=Extremely Satisfied)
- ❖ 68% of the attendees came to Vail specifically for this event
- ❖ 53% of the attendees had attended this event in the past
- ❖ Average number of days attended – 2.4
- ❖ “Friend/family” was selected most when asked, “How did you hear about, and/or where did you see advertising for this event?”
- ❖ 77% of the attendees staying in paid lodging stayed in Vail
- ❖ 81% are “Very” or “Extremely Likely” to return in the future
- ❖ 65% of the first-time attendees are “Very” or “Extremely Likely” to return in the future
- ❖ Average nights stayed in paid lodging in Vail, CO – 5.3
- ❖ Average group size of those lodging in Vail, CO – 3.6
- ❖ Average age of respondents – 40.1
- ❖ Average age of children < 18 in attendance – 9.6
- ❖ Estimated number of room nights generated – 4,140
- ❖ Estimated average nightly rate in Vail - \$606
- ❖ Most preferred activities: Hiking, Skiing, and Snowboarding

## Attendee Details



**INTERCEPT INSIGHT**

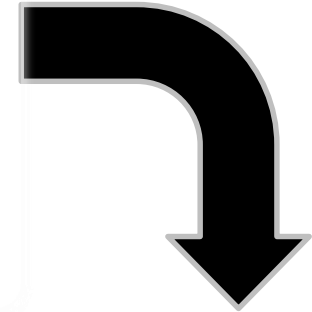
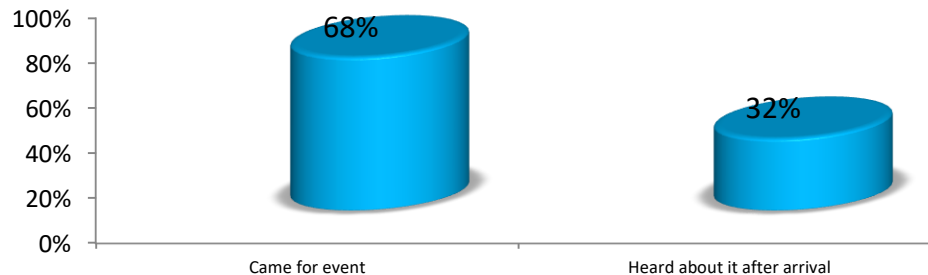
Research | Analytics | Performance | Design

# Attendance

## Burton US Open - Reason for Visiting Vail

2020

N = 282



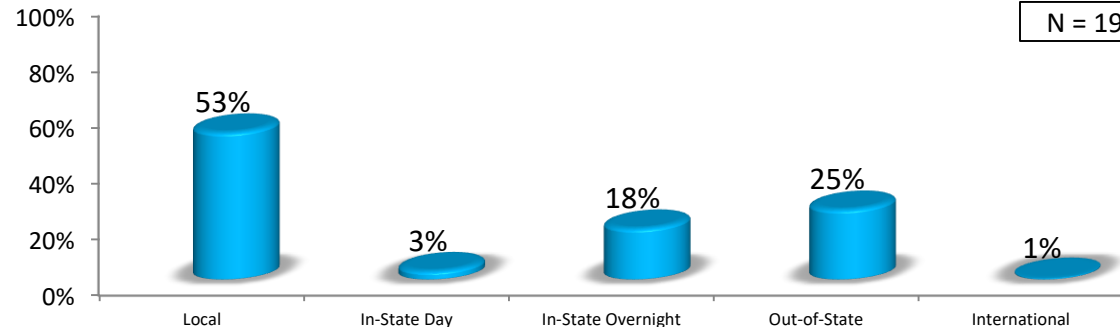
68% of the attendees planned their trip to Vail specifically for the event.

Of those who came to Vail specifically for the event, 53% were local visitors, and 44% were overnight guests.

## Burton US Open - Came for Event by Market Segment

2020

N = 192

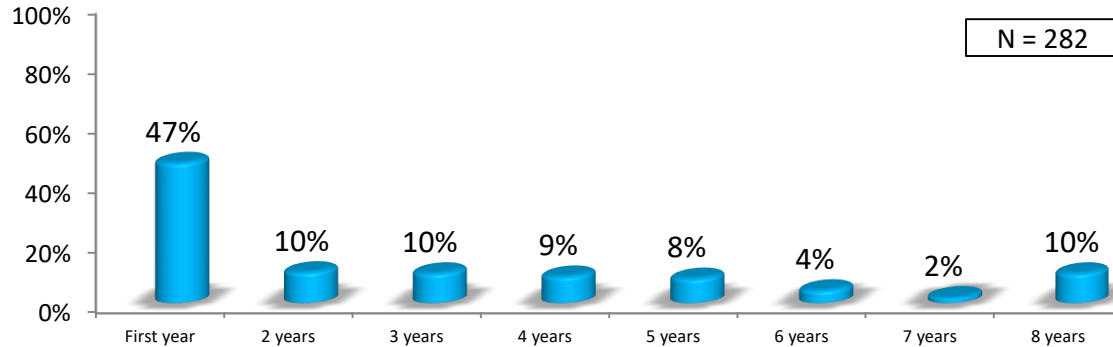




# Attendance

## Burton US Open - Prior Attendance

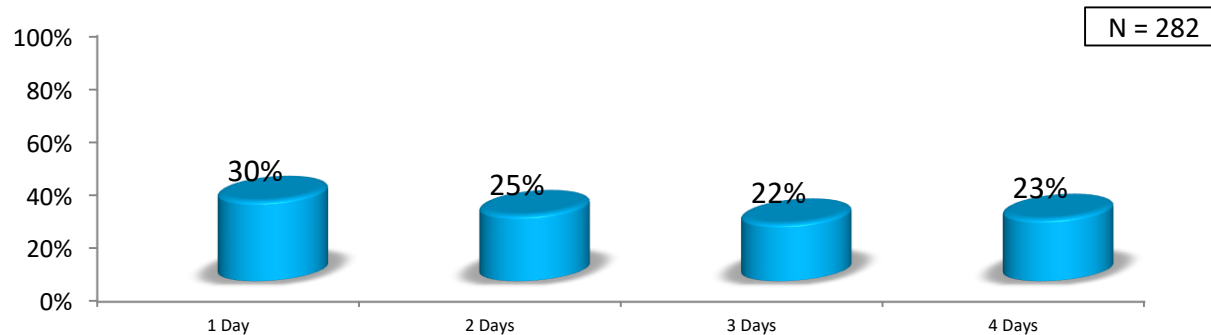
■ 2020



- 47% were first-time attendees.
- Respondents attended an average of 2.4 days

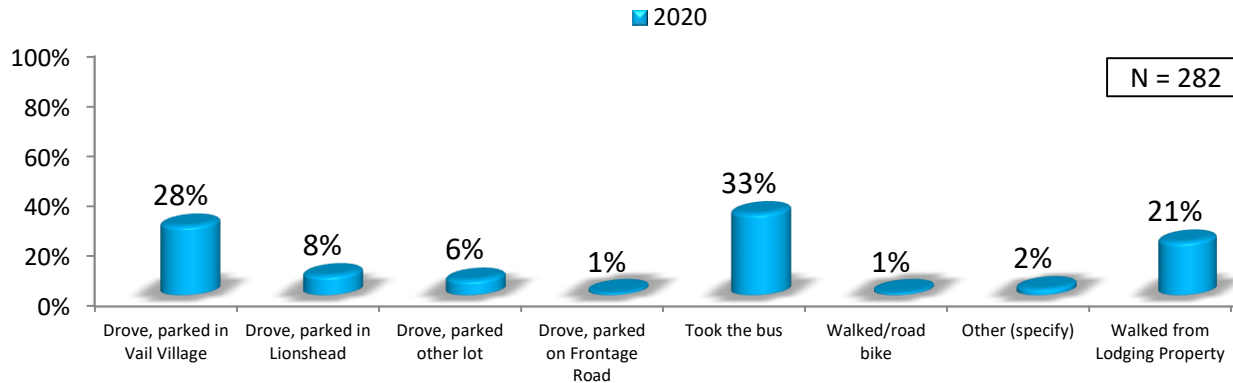
## Burton US Open - Days in Attendance

■ 2020

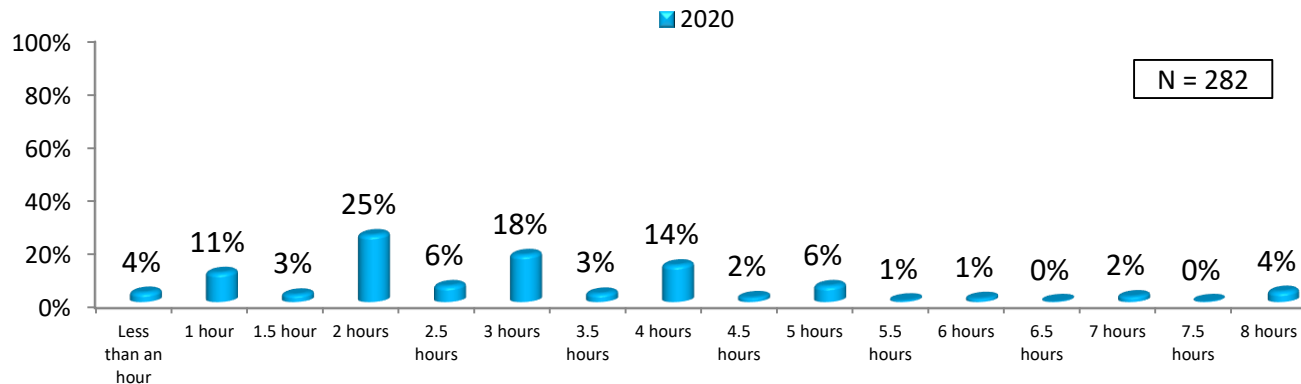


# Attendance

## Burton US Open - Venue Access

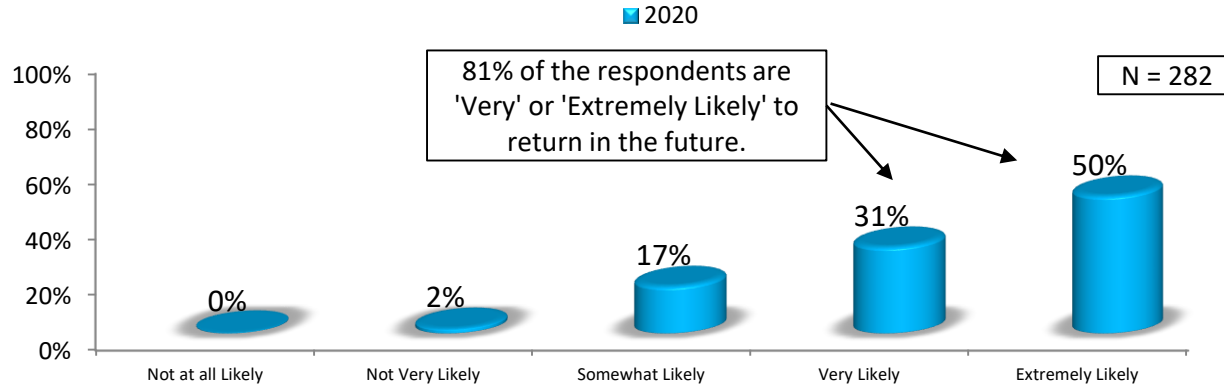


## Burton US Open - Length of Stay

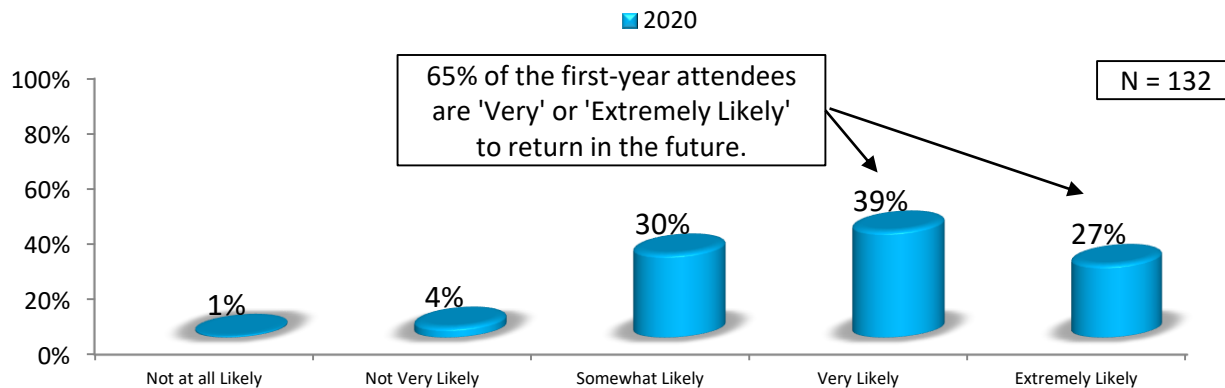


# Intention to Return

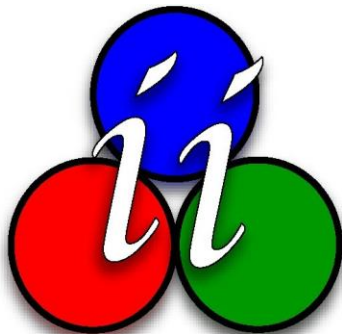
## Burton US Open - Intention to Return



## Burton US Open - First-year Attendees Intention to Return



## Recommendation

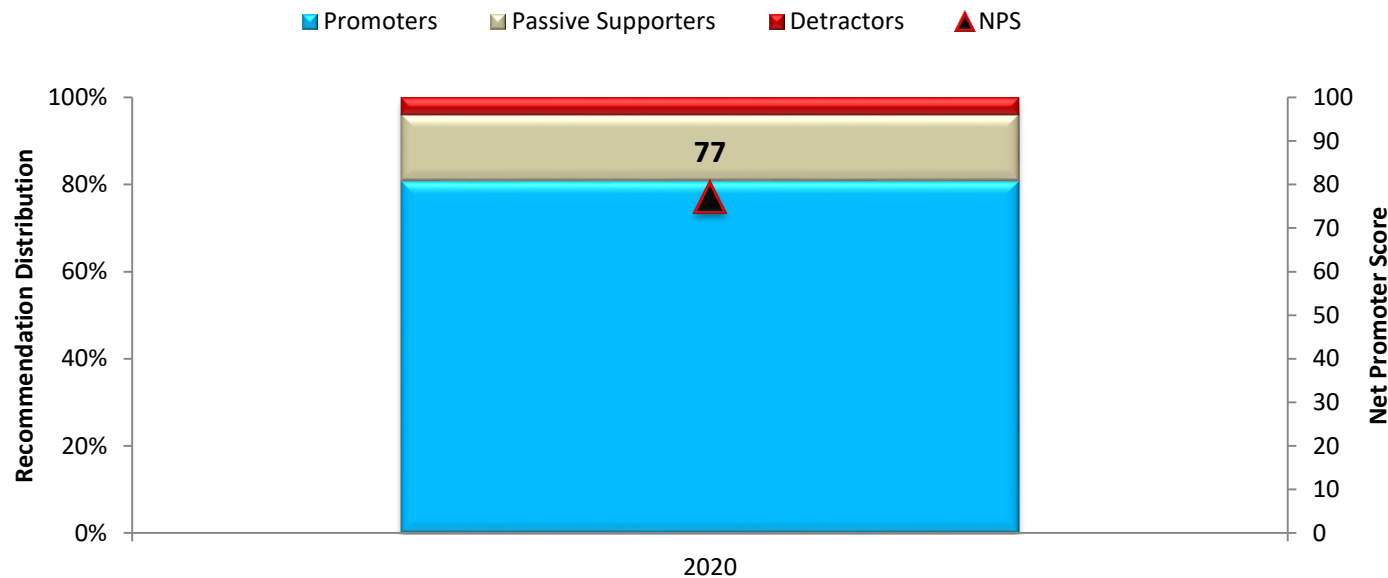


**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

# Recommendation

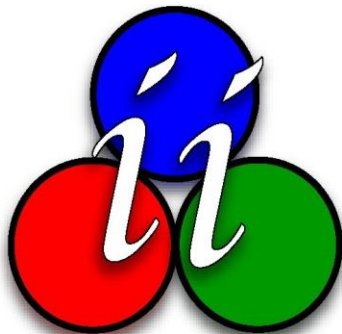
## Burton US Open - Net Promoter Score



Burton US Open - Increase Recommendation
Too old
Swag
Start on time
Stage different
Seats
Real bands
More vendors
More vendors
More surveys
More room
More music
More food
More artists
More advertisement
More advertising
Longer
Free swag
Free booze
Escalator
Easy access to mountain
Easier access
Different artists
Better viewing
Bad music and quality
Audience

- The Net Promoter Score is calculated via the following question: “On a scale of 0 to 10, where 0=Not at all likely and 10=Extremely likely, how likely are you to recommend the Burton US Open to a friend or family member?”
- Those who rate a ‘9’ or ‘10’ are called “Promoters”. Those who rate a ‘7’ or ‘8’ are called “Passive Supporters”, and those who rate ‘0’ to ‘6’ are called detractors.
- The Net Promoter Score (NPS) is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

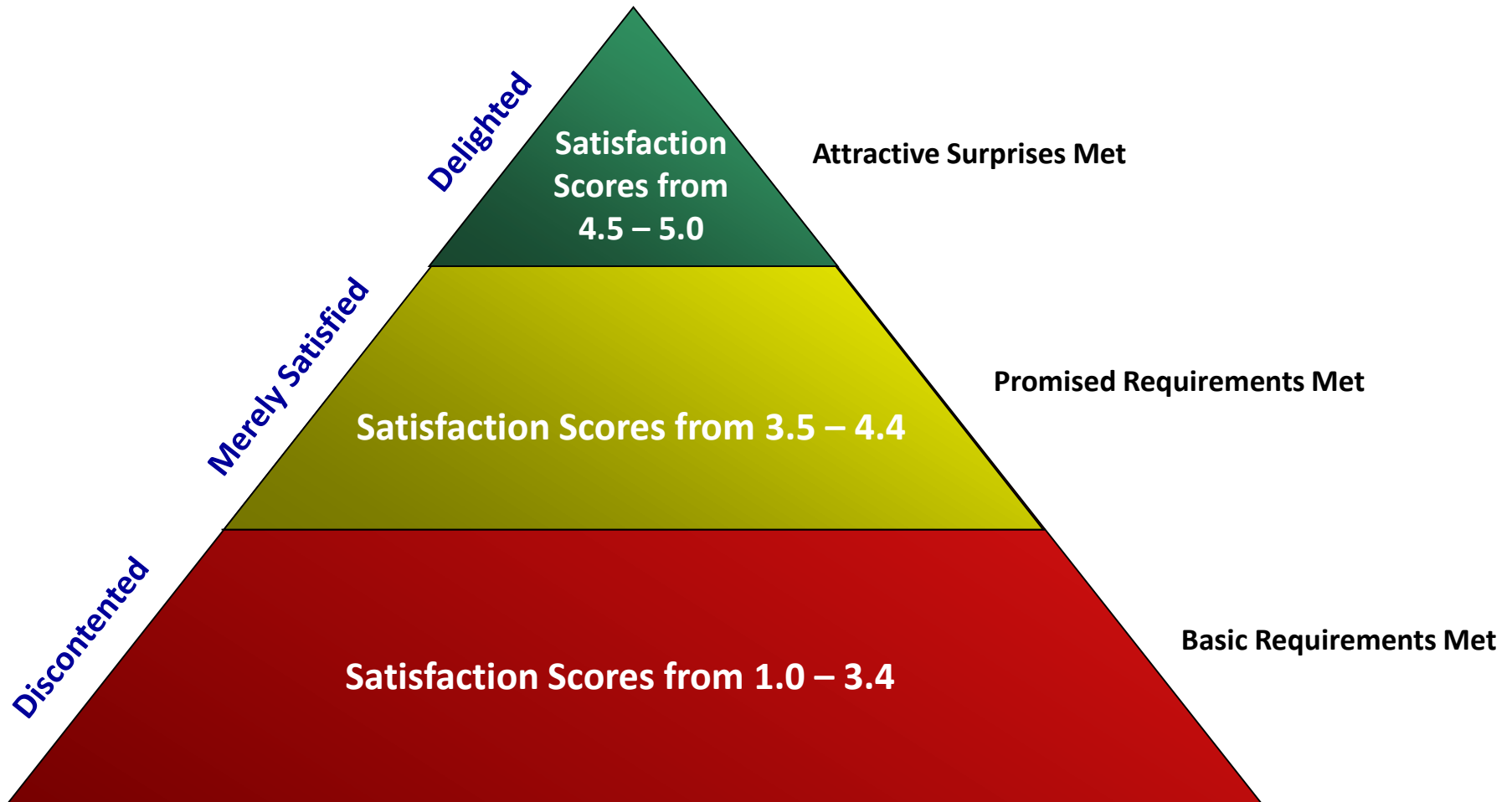
# Event Performance



**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

# Hierarchy of Customer Satisfaction Needs



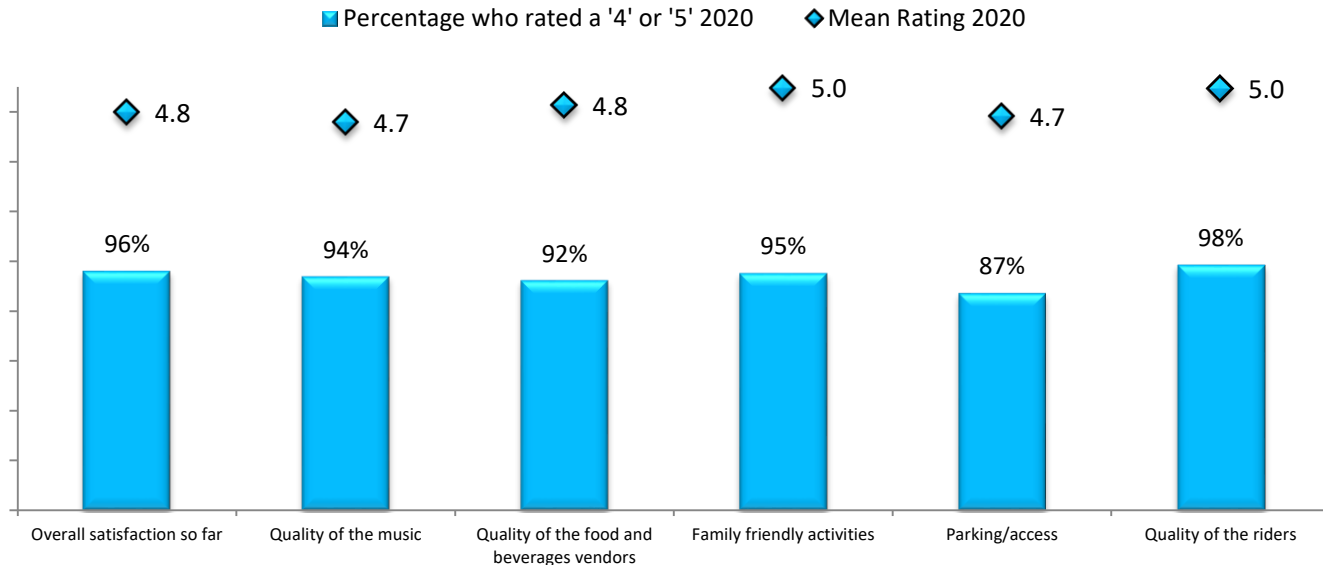
The Customer Delight Principle was designed to identify shortcomings within a business and to improve satisfaction. Satisfaction can be measured along a continuum and can be broken out into three major points:

- Discontentment – customers needs are simply not being met.
- Merely Satisfied – meeting customers needs, but not doing enough to distinguish among competition.
- Delighted – meeting and exceeding the customers needs and expectations

Terry Keiningham and Terry Varva, 2001, The Customer Delight Principle, Google Book Search, viewed 6/23/2008, [http://books.google.com/books?id=ot8oD9B2Ck8C&dq=cus+omer+Delight+Principle&pg=PP1&ots=VOXp3xEU0J&sig=9VbRwCSX8MN3xs2vDpmuS9muNk&hl=en&sa=X&oi=book\\_result&resnum=1&ct=result](http://books.google.com/books?id=ot8oD9B2Ck8C&dq=cus+omer+Delight+Principle&pg=PP1&ots=VOXp3xEU0J&sig=9VbRwCSX8MN3xs2vDpmuS9muNk&hl=en&sa=X&oi=book_result&resnum=1&ct=result)

# Attribute Satisfaction

## Burton US Open - Attribute Satisfaction Ratings



● Each person surveyed was asked to rate their satisfaction level with several attributes of the event on a scale of 1 to 5, where 1=Not at all satisfied and 5=Extremely satisfied. This graph displays the percentage of those who rated a '4' or '5', as well as the mean satisfaction rating of each attribute.



# “One Change” Comments

## 2020 Burton US Open - One Change Comments

Wheelchairs  
Way to get handicapped people up to the half pipe  
Warming stations  
Warmers  
Warmers  
Walk up, merch at bottom of half pipe  
Walk up, bleacher seats  
Walk up the hill  
Walk up  
Walk up  
Walk up  
Walk up  
Walk up  
Walk up  
Walk up  
Walk up  
Walk up  
Walk to the pipe w kids is not good  
Viewing  
Test drives  
Tell use the consent starts later  
Tequila  
Sunscreen stations  
Stairs  
Stairs  
Stairs  
Sponsor tents should stay open after the events  
Space  
Seats  
Seating

## 2020 Burton US Open - One Change Comments

Rides up hill  
Rides up hill  
Rides up  
Put heaters  
Publicize  
Play u2  
Places to eat and sit  
Perfect  
Parking cheaper  
Parking  
Parking  
Parking  
No saved seats  
More warning  
More vendors  
More vendors  
More vendors, spread out  
More variety in the music  
More tvs  
More swag  
More seats  
More seats  
More seating at half pipe  
More seating  
More red bull  
More people  
More outdoor heaters  
More maps and stickers

## 2020 Burton US Open - One Change Comments

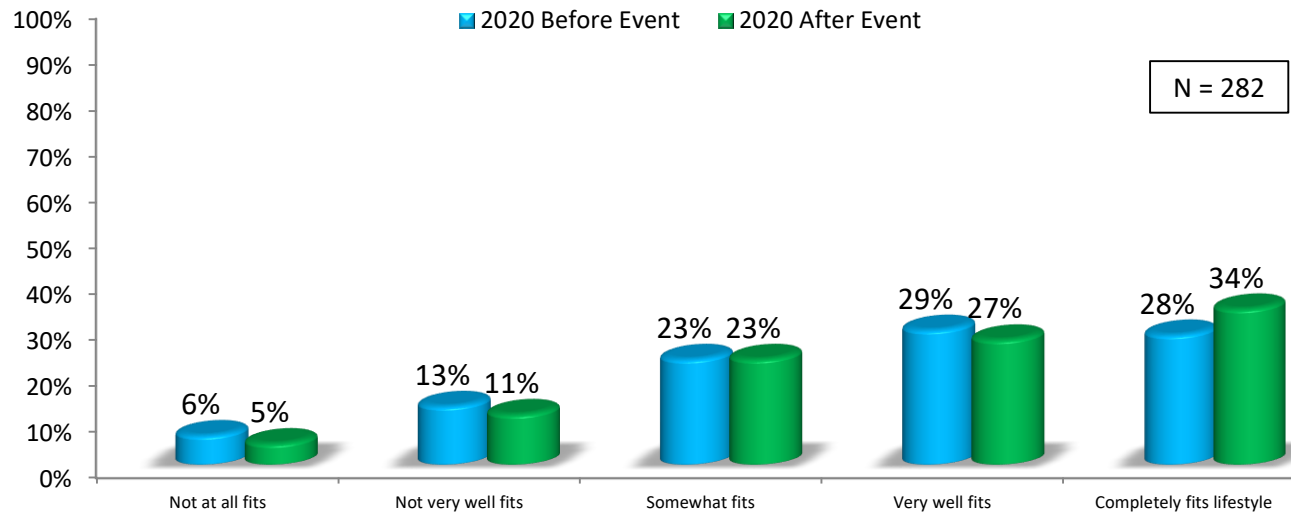
More live  
More kid activities  
More info on app, riders orders  
More heaters  
More heaters  
More games for swag  
More free swag  
More free swag  
More food and drink options  
More family friendly activities  
More events  
More events  
More bathrooms  
More area  
More area  
More advertising  
More activities in town  
Marijuana dispensers  
Make sure the livestreams are up  
Make it later  
Lower parking rate  
Less stairs halfpipe  
Last longer  
Keep doing it  
Heating lamps  
Heat  
Good  
Free tickets  
Free swag

## 2020 Burton US Open - One Change Comments

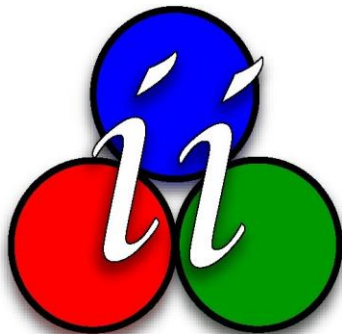
Free parking  
Free beer  
Free beer  
Free beer  
Free beer  
Fire pits in VIP  
Easier access  
Easier access  
Do it at night  
Different music  
Cheaper beer  
Bring back to Vermont  
Bigger venue  
Bigger music names  
Bigger bands  
Better viewing  
Better sponsor village  
Better set up stage  
Better seating  
Better parking  
Better parking  
Better artists  
Better artists  
Artist  
Area  
Align up the hill but knows it's unavoidable  
Add bleachers  
Ada accessible  
Access to the side of the pipe  
360 music

# Burton Brand Performance

## Burton US Open - How does the Burton brand fit your lifestyle?



## Media/Awareness

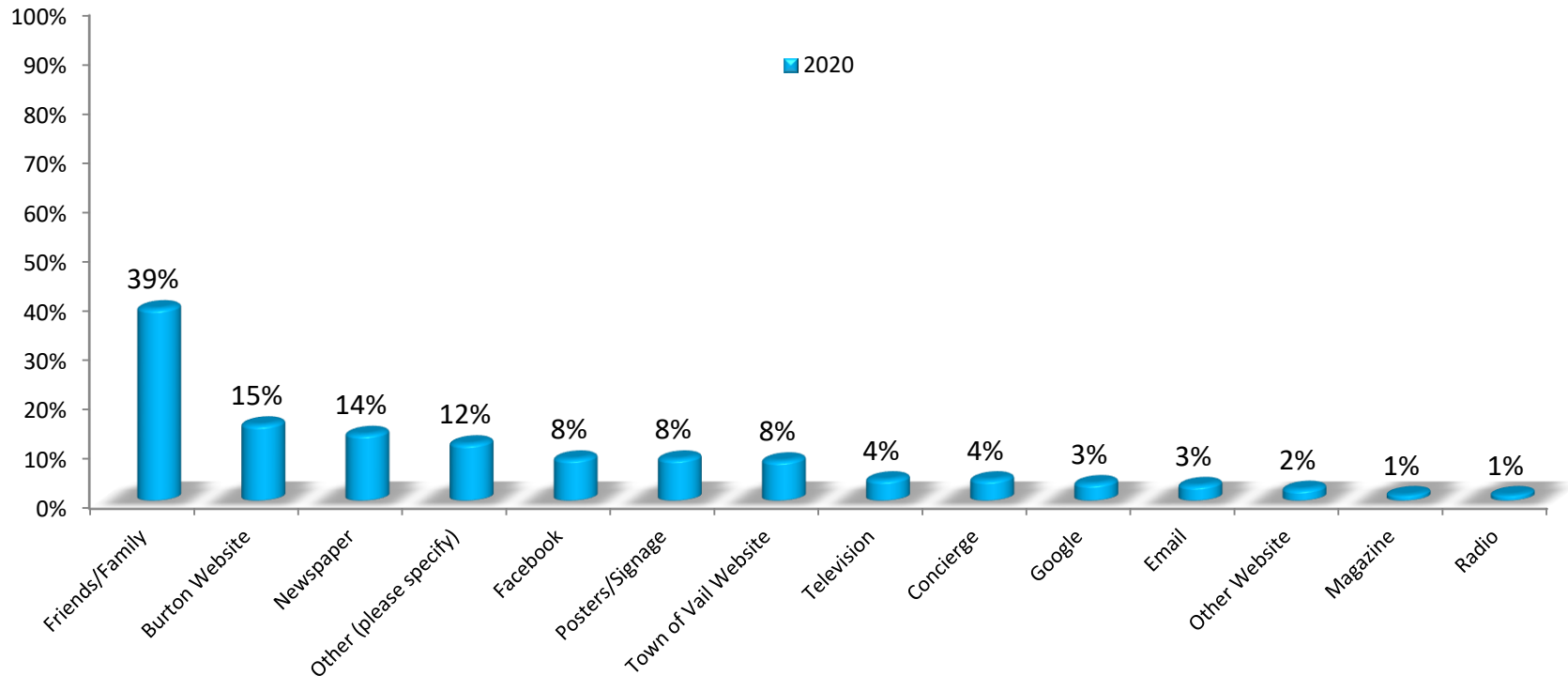


**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

# Media/Awareness

**Burton US Open - Media/Awareness**  
(Multiple Response)

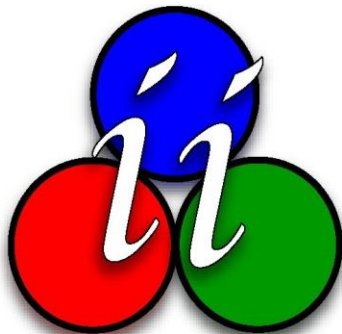


# Media/Awareness Comments

---

Burton US Open - Media/Awareness "Other" Comments
Walking in
Up the mountain
Tents
Streets
Street
Stage
Rental website
Past
Past
Past
Passing by
Mountain
Local
Living here
Lived
Lived
Lived
Industry
Here all over
Grown up
Future
For work
Bus
Bus
Been
All over
All over
All
All

## Spending Habits

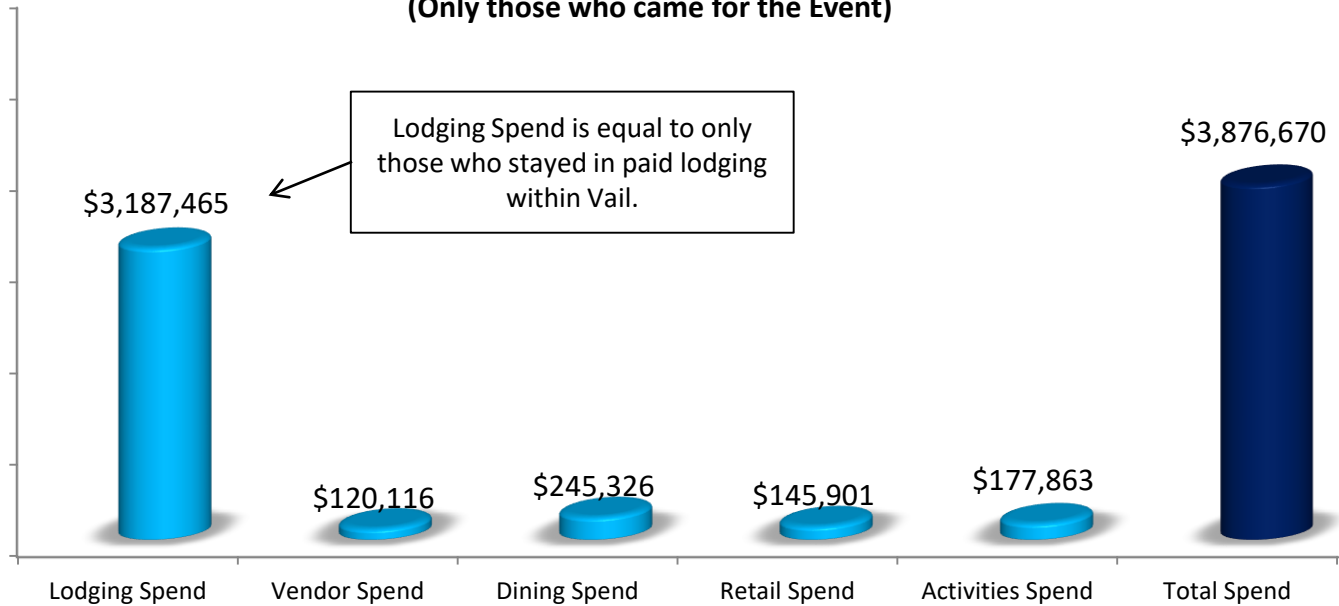


**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

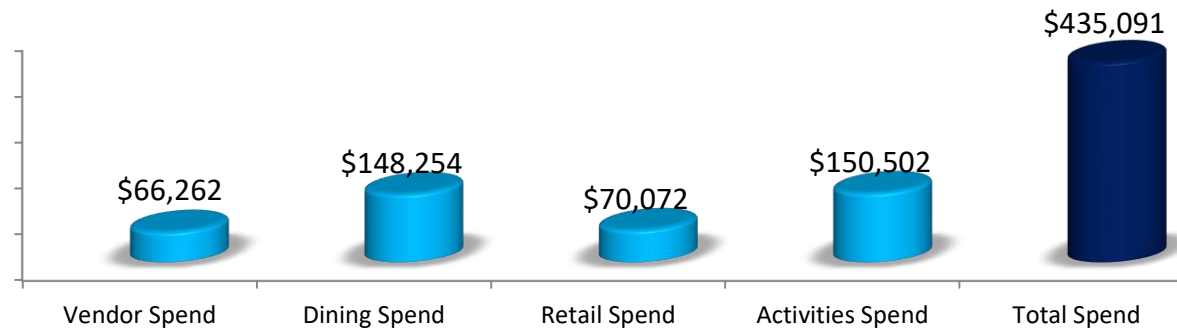
# Spending Habits

**Burton US Open - Household Spending of Guests Staying in Paid Lodging**  
(Only those who came for the Event)

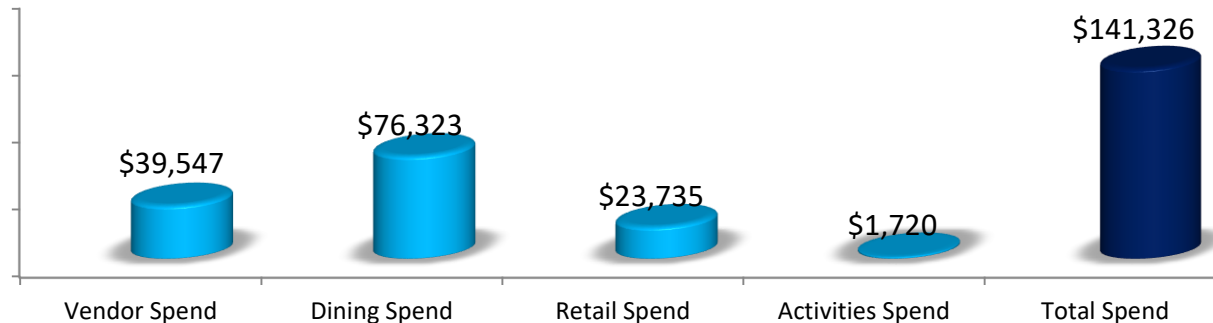


# Spending Habits

**Burton US Open - Household Spending of all other Overnight Guests**  
(Only those who came for the Event)

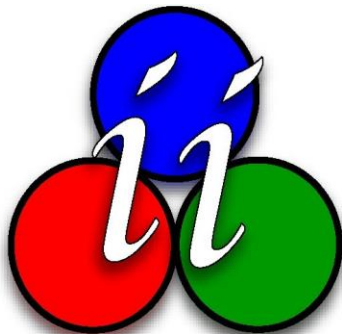


**Burton US Open - Household Spending of all Local/In-state Day Visitors**  
(Only those who came for the Event)





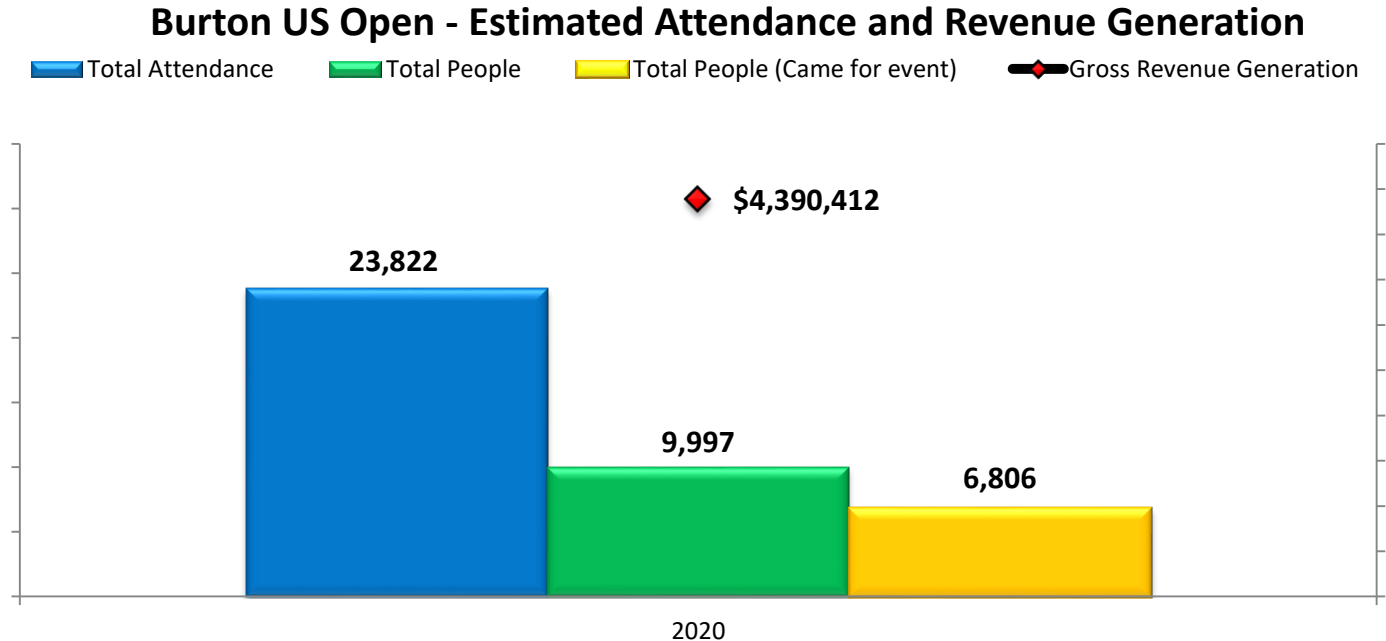
# Attendance and Revenue Generation



**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

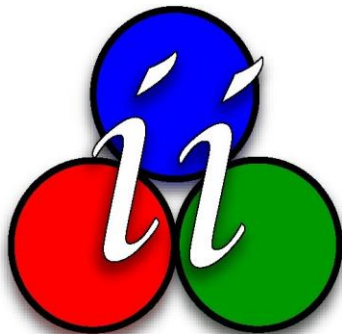
# Estimated Attendance and Revenue Generation



This graph represents the estimated Total Attendance, Total People, Total People (Came for Event), and Gross Revenue Generation for the Town of Vail. The Total Attendance estimation is based on the total number of vehicle transactions within the parking structures (provided by the TOV), photos and square footage of the venues, percentage of attendees who drove, average group size, and other survey data variables. Total People accounts for the average number of days in attendance. Total People (Came for Event) accounts for the percentage of those who planned their trip to Vail for the event, and is the sample set used for the estimated Gross Revenue Generation.

Estimated gross revenue generation for the Town of Vail: \$4.4M Note: the gross revenue generation includes approximately \$1.8M in production spend

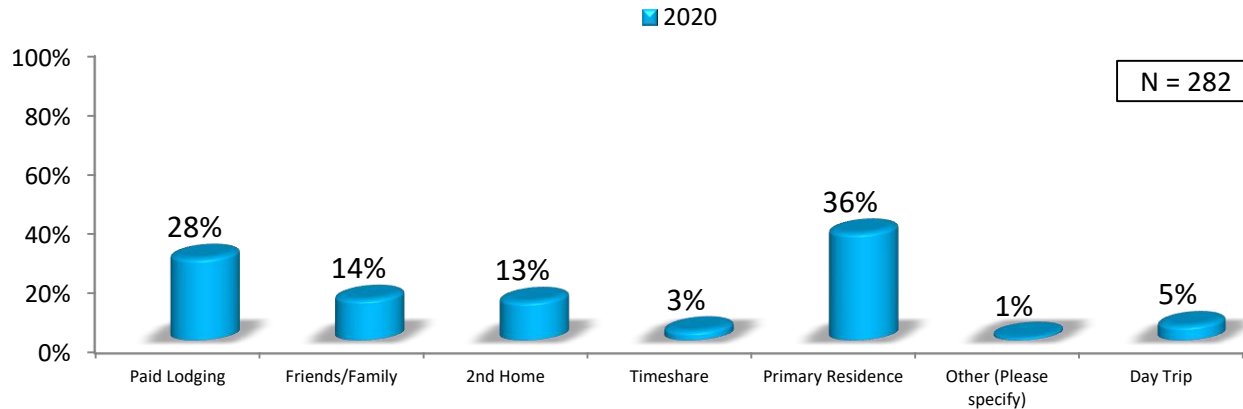
# Accommodations



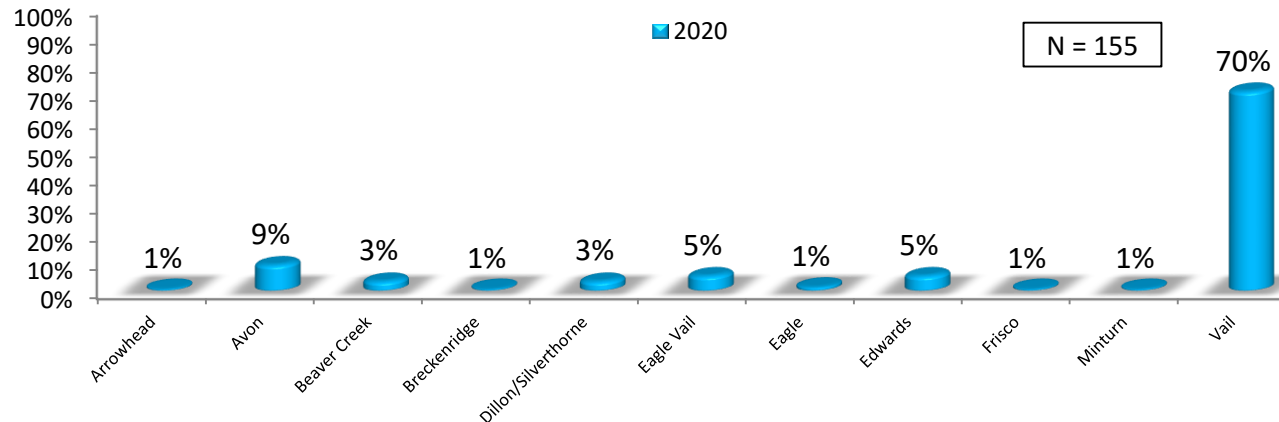
**INTERCEPT INSIGHT**  
Research | Analytics | Performance | Design

# Accommodations

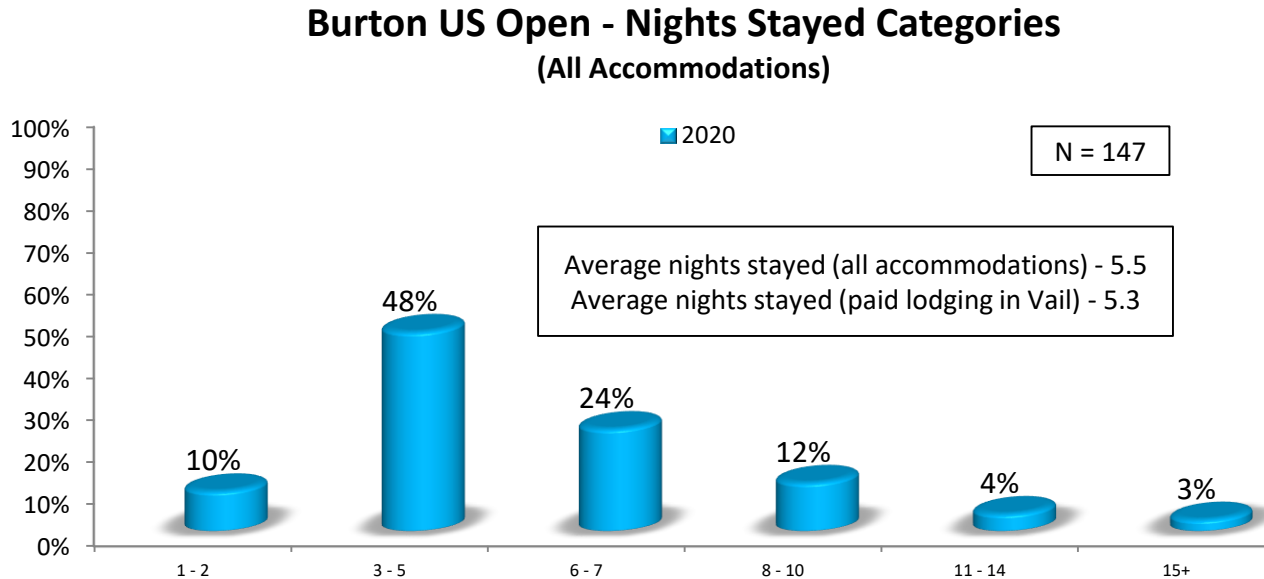
## Burton US Open - Accommodations



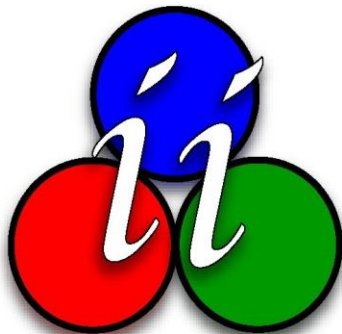
## Burton US Open - Town Stayed In (All Accommodations)



# Accommodations



# Geographical Data

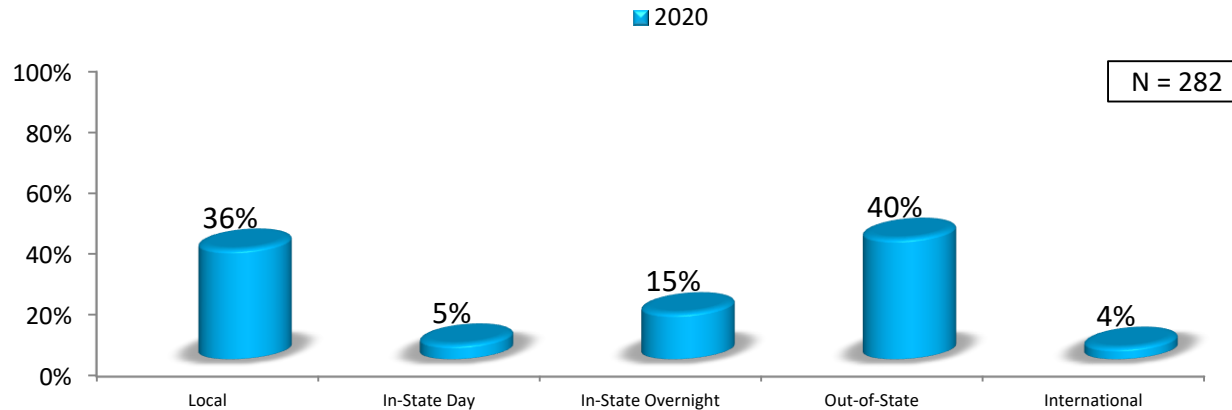


**INTERCEPT INSIGHT**

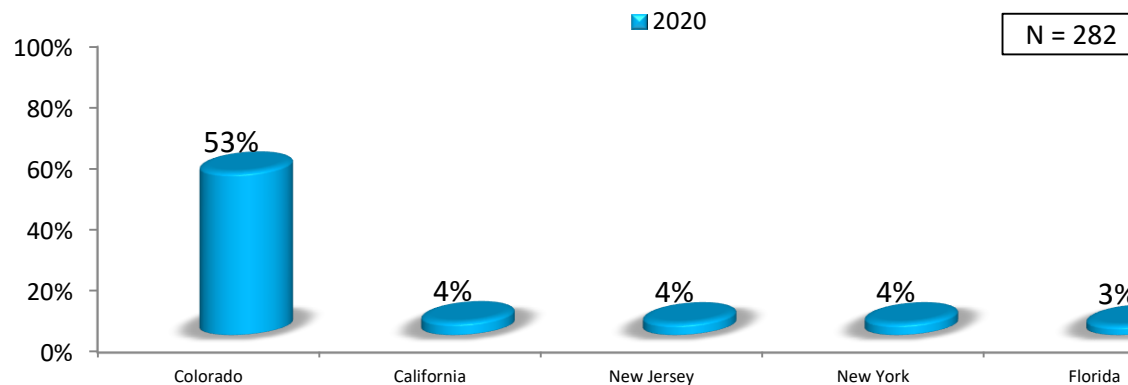
Research | Analytics | Performance | Design

# Geographics

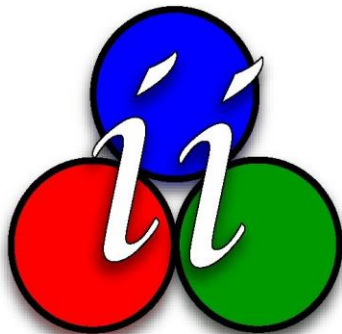
## Burton US Open - Market Segment



## Burton US Open - Top Five States of Origin



# Demographical Data

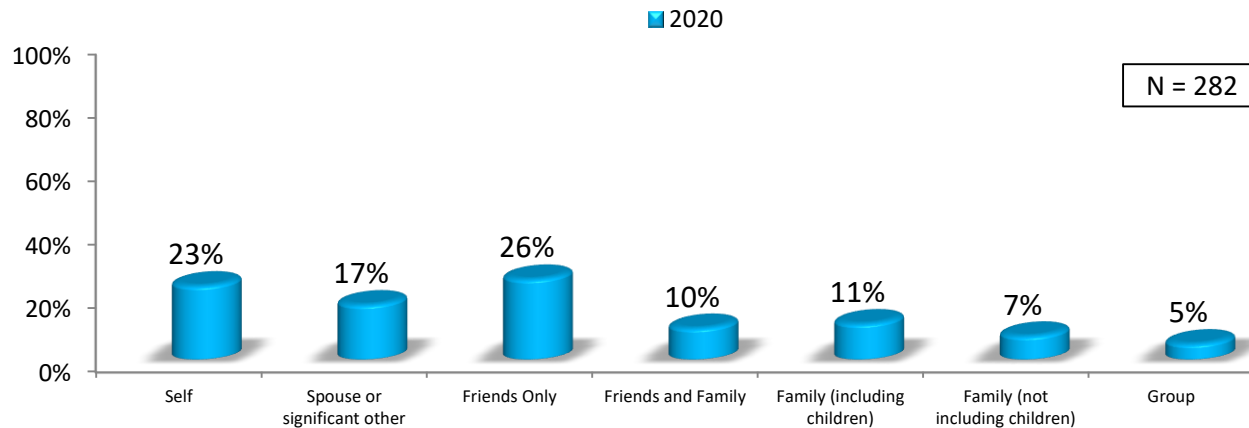


**INTERCEPT INSIGHT**  
Research | Analytics | Performance | Design



# Demographics

## Burton US Open - With Whom Attended



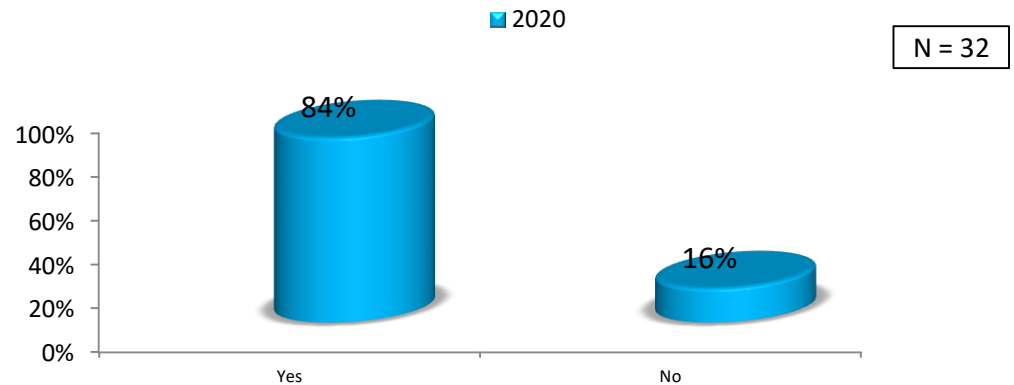
● 11% attended with “Family (including children)”.

● 84% of those attending with their family (including children), were with children under 18 years of age.

● The average family (including children) attended with 1.9 children.

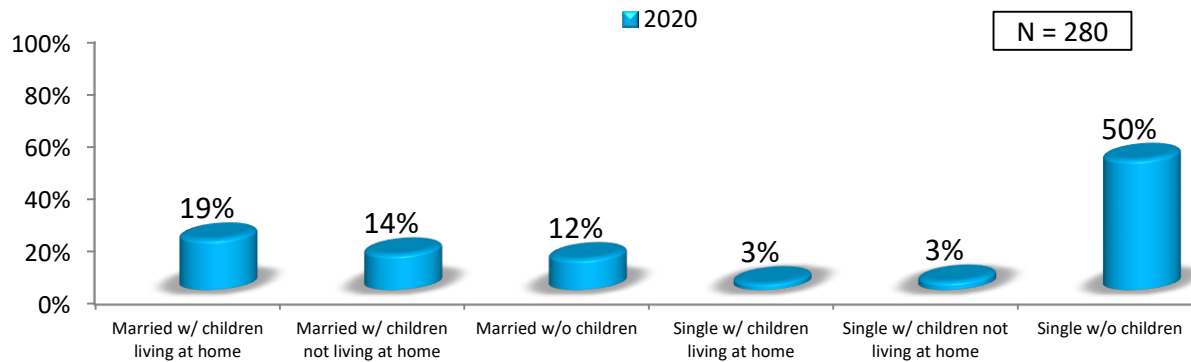
● The average age of children under the age of 18 in attendance was 9.6 years of age.

## Burton US Open - Attended with Children < 18 (Asked only of those who attended with 'Family (including children)')

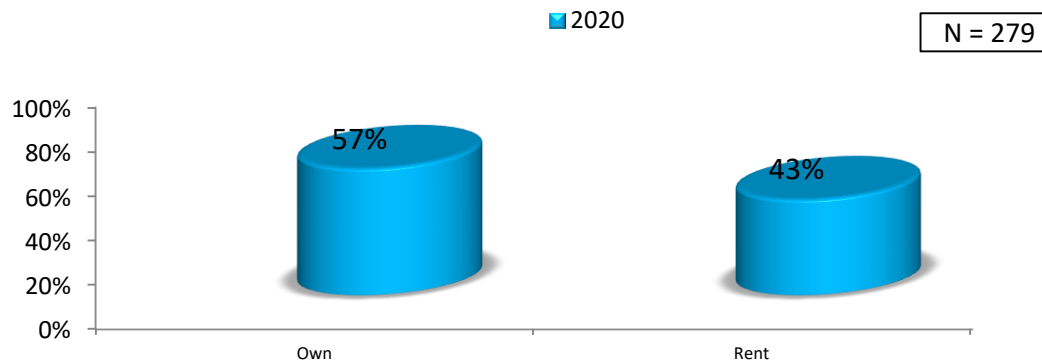


# Demographics

## Burton US Open - Family Status

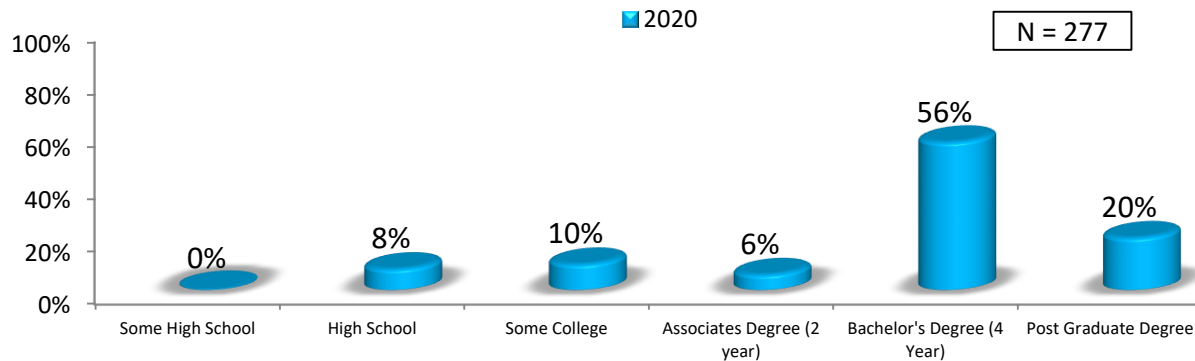


## Burton US Open - Own vs. Rent

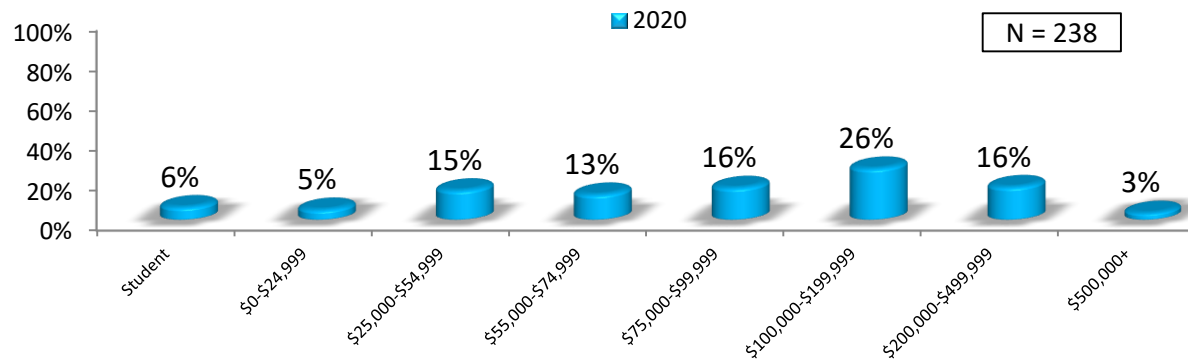


# Demographics

**Burton US Open - Education Level**

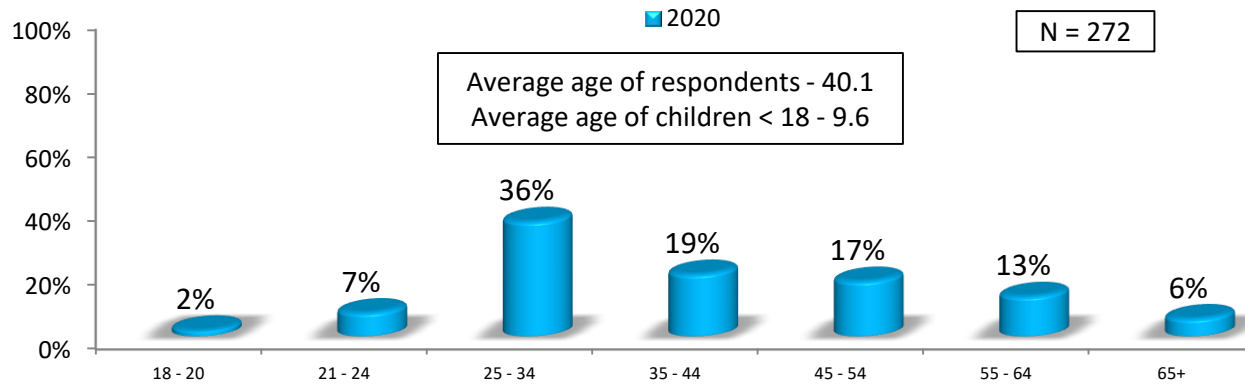


**Burton US Open - Income Categories**

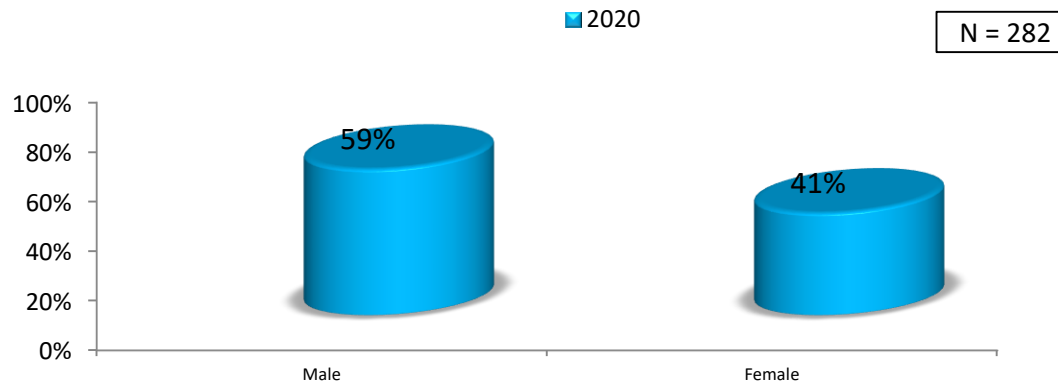


# Demographics

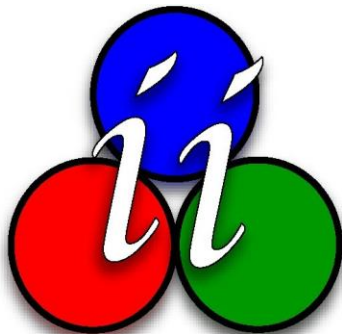
**Burton US Open - Age Categories**  
(Does not include children < 18)



**Burton US Open - Gender**



## Favorite Activities

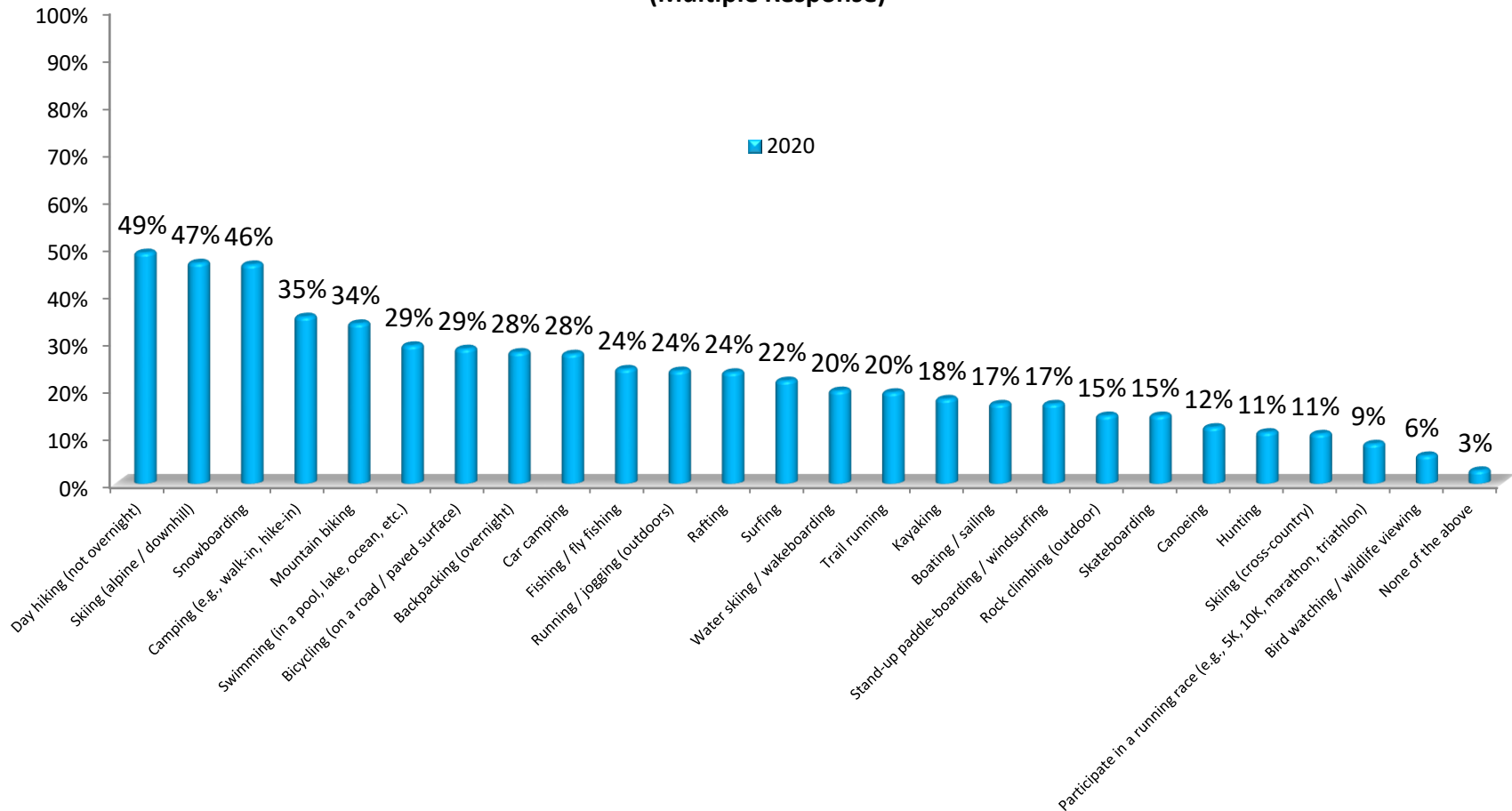


**INTERCEPT INSIGHT**

Research | Analytics | Performance | Design

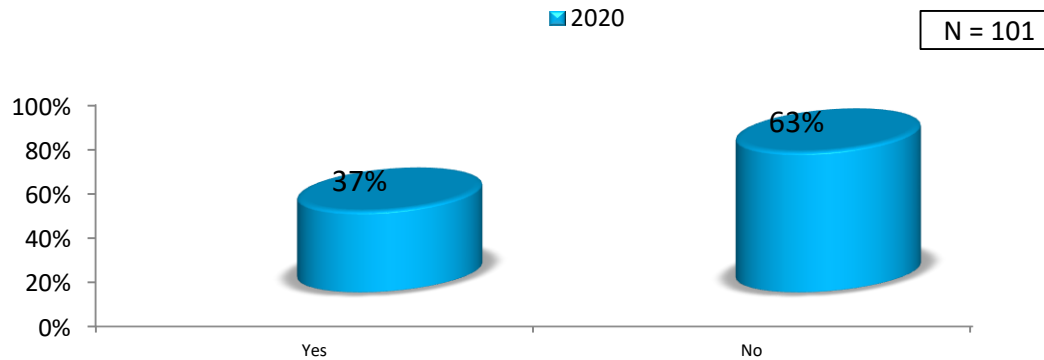
# Favorite Activities

**Burton US Open - Activity Participation**  
(Multiple Response)

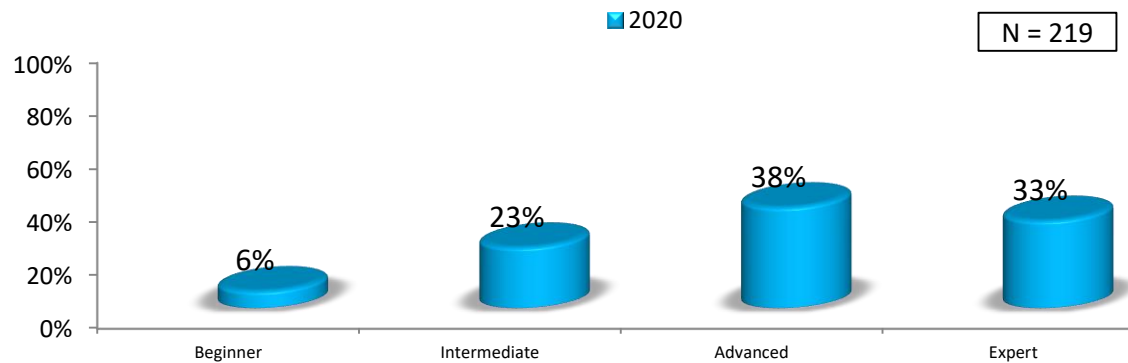


# Ski/Ride Activity & Ability

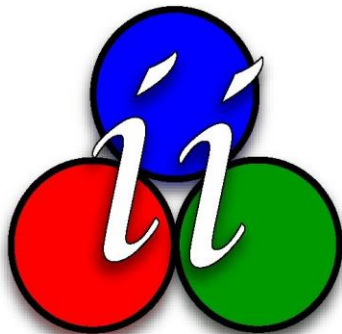
**Burton US Open - Ski/Rode to Mountain Events**



**Burton US Open - Ski/Ride Ability**



End of Report



**INTERCEPT INSIGHT**  
Research | Analytics | Performance | Design