

6-30-2016

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Recommended Citation

Schultz, Megan Tanner, "2016 Spartan Race Survey Kit Visitor Study" (2016). *Institute for Tourism and Recreation Research Publications*. 343.
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2016 Spartan Race Survey Kit Visitor Study

Bigfork, Montana

Megan Tanner Schultz, M.S.

Spartan Race

2016

Bigfork, Montana

Prepared by

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Case Study Report 2016-11

June 30, 2016

Abstract

This study was conducted for the Kalispell Chamber of Commerce/Convention and Visitor Bureau to provide insight into the characteristics of attendees of the 2016 Spartan Race. Paper surveys on site were completed by 432 attendees and/or participants of the event. Results show that 49% of respondents were registered participants of the event while 51% were spectators. Residents of Montana made up 47% of the respondents and of those Montana residents, 33% were from Flathead County. Out-of-county respondents spent an average of 3.73 nights away from home. Of those nights, an average of 3.70 nights were in Montana and 1.40 nights (on average) were in Kalispell. Hotel/motel/bed & breakfast/rental home purchases received the highest total dollars spent during the event. Respondents to the survey reported total spending of \$199,966.00 in Flathead County. Results provide event organizers and the Kalispell Chamber of Commerce/Convention and Visitor Bureau with useful data for future event planning, making improvements to the event, event marketing/promotion, and understanding the visitor spending associated with the event.

Executive Summary

The 2016 Spartan Race attracted out-of-county Montana residents (31%) and out-of-state (53%) visitors to the Flathead County area. The attendees of the event make important economic contributions to the Flathead County area. The results of the study are worth considering for future promotion of the Spartan Race.

- 95% of visitors who reside outside of Flathead County spent at least one night away from home.
- 37% of out of county visitors reported this being their first time visiting the Flathead Valley.
- More money was spent by these out-of-county visitors in hotel/motel/b&b/rental home (\$80,276.00), restaurant/bar (\$46,791.00), and gasoline (\$22,571.00) than other spending categories.
- 56% of respondents reported staying in a hotel/motel/b&b/rental home, followed by 15% staying in a rental cabin/home, and 14% staying in the home of a friend or relative.
- Attendees were mostly travelling with family and friends (31%), with immediate family (21%), or a couple (20%). The average travel group size was 3.26 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 25-34 years old (51%), 35-44 years old (44%), 45-54 (26%), and 18-24 (18%).
- Attendees heard about the event mostly from the word of mouth (64%), social media (23%), the event website (18%), email from the event planners (10%), and group or club (8%).
- Overall, attendees of the event were satisfied with most aspects of the Spartan Race. The availability of restrooms was the thing participants and attendees were most dissatisfied with; however, 88% of respondents indicated that they would attend the event next year.

Management Implications

Survey results indicate that Spartan Race attendees are travelling from outside of Flathead County for the event. This event brings both resident and nonresident visitors to the Flathead County area, and the attendees of the event make a variety of monetary contributions while visiting.

More than half of the people who attended the Spartan Race in 2016 were non-residents with 53% coming from other U.S. states, Canada, or other countries. Non-resident visitors bring new money into Montana and make valuable economic contributions to the area. Event organizers should continue their efforts to attract non-resident visitors to the Flathead Valley area for future events.

It is recommended that the organizers review the respondents' comments from Appendix B to gain more insight into people's likes and dislikes of the event's organization, event staff, location of the event, cost of the event, parking, as well as suggestions. Changes based on this input could help bring back repeat visitors to Flathead County in the future.

Introduction

A Spartan Race is the world's leading obstacle race series varying in distance and difficulty ranging from one mile to marathon distances. In 2012, they were voted Outside Magazine's "BEST OBSTACLE RACE." Races are held in the USA, Canada, Europe, South Korea, and Australia. On May 8, 2016, the Kalispell Convention and Visitor Bureau sponsored a Spartan Race located at Averill's Flathead Lake Lodge. This was the third year the event was held at this location.

This event is organized by the Kalispell Chamber of Commerce/Convention and Visitor Bureau. The Kalispell Chamber of Commerce works to improve the business environment for the Kalispell and Flathead area community. Kalispell's Chamber has been around since 1904 and is committed to strengthening the economic opportunities for the greater Kalispell area.

The purpose of this study was to provide the organizers of the 2016 Spartan Race with an understanding of the characteristics of participants and spectators of the race, visitor spending in Flathead County, and levels of satisfaction with different aspects of the event.

Methods

Surveyors intercepted participants and spectators for on-site completion of the survey. Surveys were given to people by random selection in an attempt to represent the attendee population. People willing to fill out the questionnaire were asked the beginning of the questionnaire (Q1-Q11) by a data collector and then given the clipboard, pen, and survey to complete (starting with spending questions through the end of the questionnaire).

No documentation of the number of refusals was recorded.

Limitations

As in all research, there are limitations to the study. Limitations for the Spartan Race study include the following:

- Data was collected by Kalispell area volunteers and employees who received training from ITRR's survey contact person at the Kalispell Chamber/CVB on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.

Results

Of the 429 valid responses to the residence questions, 47 percent (201 people) were from Montana and 53 percent (228 people) were from out-of-state, Canada, or another country (see Tables 1 and 2). Twenty-five U.S. states and four Canadian provinces were represented. Of all Montana respondents, 47 percent (67 people) were from Flathead County while 67 percent (134 people) were from other Montana counties.

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Flathead County	67	16%
Other MT County	134	31%
Montana=201		
U.S. State	193	49%
International, Canada	33	8%
International, Overseas	2	<1%
Total all Residences	429	

Table 2: Out-of-State, Canadian, International Residences

Residence	# of respondents
Washington	57
Idaho	43
Alberta, Canada	22
Out-of-State Unspecified	19
California	15
Utah	14
Saskatchewan, Canada	7
Wyoming	7
North Dakota	5
Oregon	5
British Columbia, Canada	4
Colorado	4
Minnesota	3
Nevada	3
North Carolina	3
Alabama	2
England, United Kingdom	2
Georgia	2
Massachusetts	2
Texas	2
Wisconsin	2
Florida	1
Maryland	1
New Mexico	1
New York	1
Ohio	1

The mean age of respondents was 39 years old. Of those who were from outside Flathead County and responded to the survey, 95 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (40 percent) spent two nights in Montana. The mean number of nights spent in Kalispell was 1.40 nights. The mean number of nights spent in other Flathead Valley locations was 1.33 nights. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A.

Expenditures

Spending information was asked of event attendees (participants and spectators) who reside outside of Flathead County. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Flathead Valley area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, transportation, auto rental, retail goods, and entertainment or recreation.

Table 3 presents the expenditure data of only the non-resident respondents (those who reside outside of Flathead County) who reported spending money in the categories. The mean expenditure of those who spent

money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by those respondents in each category. The total reported expenditure for respondents who spent was \$199,966.00.

Table 3 – Expenditure Data: Expenditures calculated using only non-residents (those who live outside of Flathead County) who spent.

Expenditure Category	Mean expenditures of non-residents <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Hotel/motel/b&b/rental home	\$371.65 (n=216)	60%	\$80,276.00
Restaurant/bar	\$167.11 (n=280)	77%	\$46,791.00
Gasoline	\$84.22 (n=268)	74%	\$22,571.00
Retail goods	\$138.54 (n=120)	33%	\$16,625.00
Groceries/snacks	\$76.25 (n=193)	53%	\$14,717.00
Entertainment/recreation	\$117.53 (n=85)	23%	\$9,990.00
Auto rental	\$199.80 (n=30)	8%	\$5,994.00
Campground	\$76.37 (n=27)	7%	\$2,062.00
Local transportation	\$52.22 (n=18)	5%	\$940.00
		TOTAL	\$199,966.00

Appendix A- Results

Q1. Are you a registered participant of the Spartan Race? n=427

49% Yes (Skip to Q2.) 51% No

Q2. Are you a resident of Montana? n=429

47% Yes 53% No (skip to Q4.)

Q3. Do you reside in Flathead County? n=201

33% Yes (skip to Q14. on back) 67% No (skip to Q5.)

Q4. In what state, province, or foreign country do you reside?

See Tables 1 and 2.

Q5. Is this your first time visiting the Flathead Valley area? n=353

37% Yes 63% No

Q6. Was attending this event your primary reason for being in the area? n=351

95% Yes 5% No

Q7. For what other reasons are you visiting the area? (Check all that apply.) n=275

48% Vacation/recreation/pleasure 4% Just passing through 2% Business/convention/meeting

18% Visiting friends/relatives 3% Shopping

Q8. For this event, how many nights did you spend away from home? n=352, mean=3.73

5% 0 (skip to Q.12)	13% 1	24% 3	5% 5	1% 7	<1% 9
	36% 2	12% 4	2% 6	1% 8	2% 10 or more

Q9. How many of those nights were in Montana? n=330, mean=3.70

0% 0	40% 2	11% 4	2% 6	1% 8	1% 10 or more
14% 1	26% 3	5% 5	1% 7	<1% 9	

Q10. Of your nights in Montana, how many did you stay in Kalispell? n=318, mean=1.40

38% 0	29% 2	4% 4	1% 6	0% 8	0% 10 or more
14% 1	12% 3	2% 5	0% 7	0% 9	

Q10a. Of your nights in Montana, how many did you stay in other Flathead Valley locations? n=298, mean=1.33

48% 0	20% 2	5% 4	<1% 6	<1% 8	<1% 10 or more
10% 1	13% 3	2% 5	1% 7	0% 9	

Q11. In what type of accommodation(s) did you stay in Kalispell or the Flathead Valley? (Check all that apply.) n=326

56% Hotel/motel/B&B	6% Private campground	3% Resort/condominium
15% Rental cabin/home	14% Home of friend/relative	2% Guest ranch
4% Public land camping	2% Second home/cabin/condo	<1% Vehicle in parking lot

Q12. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the Flathead Valley area in each of the following categories. If you did not spend money in a category, please leave it blank. (See Table 3 for expenditures).

ACCOMMODATIONS in Flathead Valley

Hotel/motel/bed & breakfast/rental home

Campground

FOOD in Flathead Valley

Restaurant/bar

Groceries/snacks

TRANSPORTATION in Flathead Valley

Gasoline/diesel

Local transportation

Auto rental

RETAIL/SERVICES in Flathead Valley

Retail goods

Entertainment/recreation

Q13. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=348; mean = 3.26

11% 1	19% 3	6% 5	3% 7	1% 9	2% more than 10
37% 2	15% 4	5% 6	1% 8	<1% 10	

Q14. What option best describes the group with whom you attended this event? n=422

5% Self	21% Immediate family	31% Family/friends	2% Business associates
20% Couple	4% Extended family	14% Friends	3% Organized group/club

Q15. Please select all the ages represented in your group: n=429 for each age category

9% 0-5 yrs.	12% 11-17 yrs.	51% 25-34 yrs.	26% 45-54 yrs.	7% 65-74 yrs.
11% 6-10 yrs.	18% 18-24 yrs.	44% 35-44 yrs.	12% 55-64 yrs.	1% 75 and over

Q16. What best describes your annual household income? (In US dollars) n=393

6% Less than \$20,000	16% \$60,000 to \$79,999	7% \$150,000 to \$199,999
11% \$20,000 to \$39,999	16% \$80,000 to \$99,999	5% \$200,000 and over
17% \$40,000 to \$59,999	23% \$100,000 to \$149,999	

Q17. How long before this event did you make plans to attend? n=420

2% The day of the event	12% 1-4 weeks before the event	26% Over 6 months before the event
8% 1-7 days before the event	52% 1-6 months before the event	

Q18. How did you hear about the Spartan Race? (Check all that apply.) n=424 per selection

64% Word of mouth 4% Posters 8% Group or club 23% Social media
 2% Newspaper 2% Magazine 1% Retail outlet 4% Other website
 2% Radio 1% Direct Mail 2% Flyer
 6% Television 10% E-mail from event planners 18% Event website

Q19. Please rate your satisfaction with the Spartan Race:

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Mean	Total respondents
Organization of the event	2%	0%	3%	16%	79%	4.70	n=420
Event staff	2%	<1%	3%	16%	80%	4.70	n=419
Cost of the event	2%	8%	19%	24%	47%	4.05	n=419
Location of the event	2%	<1%	2%	20%	76%	4.66	n=416
Concessions available	2%	1%	12%	27%	59%	4.40	n=415
Number of people at the event	2%	1%	5%	28%	65%	4.53	n=418
Parking	3%	3%	15%	24%	55%	4.26	n=425
Sound system	2%	2%	8%	23%	65%	4.47	n=423
Variety of activities	2%	<1%	9%	28%	61%	4.45	n=413
Signage/directions	2%	1%	5%	23%	69%	4.55	n=423
Cleanliness	2%	<1%	5%	25%	68%	4.56	n=423
Availability of restrooms	4%	7%	9%	25%	56%	4.22	n=420

*N/A responses were re-coded to be a missing response for the most accurate mean score.

Q20. What is your age? Range=18-83, mean=38.65

Q21. What is your gender? n=428

49% Male 51% Female

Q22. When might you come to the Spartan Race again? n=425

88% Next Year 11% Within 5 Years 1% Never

Q23. Please tell us what you liked about the Spartan Race.

See Appendix B

Q24. Please tell us what you did not like about the Spartan Race.

See Appendix B

Q25. What suggestions do you have for improvements to the event?

See Appendix B

Appendix B: Open-ended Responses

Q23. Please tell us what you liked about the Spartan Race.

A good challenge
A lot of fun, challenging.
A spectator ability to view some events.
Ability to support family members. Had s great time!
Adventurous, family event
All of it.
All of it.
All of it.
All the people
All the things.
Always challenging + the women
Always fun & challenging
Amazing people
Amazing! Great event
An unusual sport consisting of endurance as well as strength.
As a spectator, watching family participate, it was nice to see the end.
Atmosphere
Atmosphere
Atmosphere and kid activities.
Atmosphere and location.
Atmosphere, volunteers, and easy to get through entry.
Atmosphere.
Atmosphere.
Awesome
Awesome environment. Great event. Awesome people
Awesome venue and "hangout area" is very people friendly.
Badass-ness
Badass-ness.
Beautiful
Beautiful course.
Beautiful courses.
Beautiful weather.
Beautiful women and people are friendly and amazing.
Beer + food
Beer at the end
Beer- free for survey- pricing.
Beer gardens.
Beer.
Being able to do it with friends.
Big challenge.

Blessed with beautiful weather, organized for sign in.
Brings a lot of business to the valley
Challenge
Challenge
Challenge and travel.
Challenge.
Challenge.
Challenge.
Challenging & fun
Challenging and rewarding.
Challenging course, beautiful scenery.
Challenging, community of people, meeting new people, encouraging.
Challenging.
Cheering me son on!
Close proximity to food, beer, vendors and finish line!
Commaride- teamwork.
commradery
Commradery of the people
Community
Community and support.
Community feeling.
Community.
Competition
Competition
Competition- the people.
Competition, bringing a large amount of people to Montana.
Competition, lots of people, weather great
Competitive event
Competitiveness
Comradery
Cool obstacle. Good music.
Cooperation instead of competition.
Course.
Course. Volunteers.
Difficulty, view and location.
Difficulty.
Energy level and community support.
Energy, fitness, wholesome
Enjoyed it.
Enjoying watching and the location.
Enthusiasm and energy. Encouragement, teamwork and courage.
Enthusiasm and variety/family affair.
Environment.
Everybody really nice and super supportive. Very friendly and clean atmosphere.
Everyone doing activity together- physical activity.
Everything

Everything
Everything
everything
Everything
everything
Everything
Everything but cost.
Everything- good team atmosphere.
Everything was very well run.
Everything- watching grandkids.
Everything!
Everything,
Everything, very upbeat.
Everything.
Everything.
Everything.
Everything.
Excuse to travel to Montana and the mountains!
Family affair/fun and good mothers day.
Family friendly lots to see and do- I'm never bored!
Family fun, organization.
Family time.
Fantastic course with great people! Neat function
Finishing.
Finishing.
First time- awesome. Like a winter X games but sunshine and summer.
First time here. Great experience.
Food, drink, challenge.
Friendly
Friendly, location beautiful.
Fun
Fun
Fun
Fun athletic family event.
Fun atmosphere.
Fun course + venue
Fun event.
Fun hard race.
Fun obstacles!
Fun time.
Fun, challenging.
Fun.
Fun.
Fun.
Fun.
Good

Good commradary
Good event!
Good looking people.
good organization + bus service
Good sound
Good time of year
Gorgeous surroundings.
Great atmosphere
Great atmosphere and fun challenge.
Great atmosphere, friendly people.
Great course, race day morning, no need to check in day before.
Great environment
Great event and well organized.
Great event, area, and time of year
Great for helping our veteran that run for operation Restore Hope.
Great for pushing you past your limits! The finish line and medals most though.
Great group event for family and friends.
Great location.
Great people
Great people
Great people!
Great spectator seating and concise venue, very efficient shuttle service.
Great venue great obstacles.
Havin fun with friends.
Having view points to watch racers
Here to watch family
Hot dudes!
How badass it is.
How difficult it is. Bragging rights.
How helpful they all were.
Human grit and determination.
Husband loves it! Very well organized.
I just love the location, it's gorgeous, you don't see other venues like this.
I love the challenges in this beautiful part of MT.
I love the challenging obstacles and courses. I love competing in the elite heats on my journey to go pro.
I love the spirit.
Impressed with mobility of organization.
It defines you!
It is an awesome community event.
It was fun.
It's a fun event you can do with friends.
It's a great event.
It's just awesome!
Keeps me young.
Kid friendly.
Kids had a blast.

Learning how to overcome obstacles and how to apply this to the rest of your life.
Likes to spend money!
Location
Location
Location
Location
Location
Location & Scenery
Location and people.
Location and people.
Location and race challenges, Glacier Park.
Location, attention to detail, willingness to listen to feedback.
Location, people, t-shirts, music.
Location.
Location.
Location.
Location.
Location.
Location.
Looks fun. Tons of people all great.
Love Montana
Love the location
Love the location!
Love them! I travel nationally and internationally for them!
Loved atmosphere!
Most everything.
Mountains
Music and the staff very nice.
Music choice/DJ and location.
Music, courses, encouragement.
My friend is in it.
My son participates.
Nice area. Friendly area.
Nice shade.
Obstacle challenge.
Obstacle comradery, Big/ pretty location, friendly
Obstacles
Obstacles
Obstacles + the mental challenge
Obstacles and vertical climb!
Obstacles tough, but do-able
One of a kind!
Opportunity to volunteer.
Organization
organization, event itself, workout
Organization, social, happy atmosphere and location.

Organization.
Organize!! Very friendly and helpful staff
Organized
Organized
Organized
Organized well. A lot to do for non-participants
Outdoors- beautiful place.
Outdoors, mountains venue great area!
Outdoors.
Outside event.
Overall good
Overall, everything.
Participating as a group. The challenge.
Participating in courses and obstacles.
People
People
People
People and the vibe.
People watching
People, Location.
Perfect setting-Inspiring-Amazing folks
Physical part
Pretty location.
Proud of daughter
Push yourself, working as a team.
Rewarding, energy
Running tomorrow- not enough input.
Scenery, mountains, terrain, friendly people, gorgeous.
See our friends race.
She likes the survey taker
So fun
Social, weather, discount for being a sponsor.
Spartan family attitude.
Spartan puts you in a gorgeous location and tests your grit. Perfect combo.
Spear throw.
Support race concept.
Team spirit, personal challenges, interesting obstacles.
Teamwork.
terrain
Terrain and location. Epic- by far the most beautiful.
Terrain is fantastic. Volunteers are super nice.
Terrain.
Thanks
The activities for kids and the involvement of everyone.
The addition of the challenges and camaraderie
The adventure

The adventure! Location is gorgeous here.
The atmosphere & the people
The atmosphere and dog could come in!
The atmosphere created in the village and the physical challenge.
The atmosphere, the people.
The attitude and "fun-ness".
The challenge
The challenge of the event.
The challenge, the people, the venue....Montana!!
The challenge.
The challenge.
The challenge.
The challenge.
The challenge.
The challenge.
The climb
The course
The course overall. People! Helpers
The energy
The energy
The energy of the people
The environment and the support of others. Activities for the kids.
The location and how friendly everyone is.
The location is amazing
The location is beautiful.
The organization
The organization is impressive
The outdoors.
The people!! Team atmosphere!!
The run.
The setting
The sexy ladies.
The spirit/sportsmanship of the competitors.
the staff + definition of Spartan racing AROO
The test/the scenery.
The trees.
The vibe, and positive attitudes.
The volunteers were great.
There is kettle corn
Togetherness, social aspect, beer
Too much to say.
Trail running.
Uniqueness of tasks. I'd come to believe that we'd become a nation of couch potatoes.
Variety of different events/ people.
Variety of obstacles- location.
Variety of people

Variety of people who do the event.
Venue
Venue
Venue
Venue, beauty, people, organization.
Venue, race length, beer, ladies.
Venue.
Venue.
Venue. Love the mountains and trees!
Very challenging, close to friends.
Very cool location
Very well marked, communication.
Very well organized.
Very well organized.
Very well organized.
Views + Venue
Views/ Weather
Village in the woods Single track course
Volunteering-watching
Volunteers.
Watching racers finish.
We love spartan, we travel for them often. The staff and spartan community are great.
We love the location.
We love the people & environment
Weather
Weather, trees, music.
Weather.
Well organized
Well organized, good challenge.
Well organized.
Well organized.
Well organized.
Well organized.
Well planned and put together
Well planned.
Well put together and organized.
Well ran + fun event
Well set up.
Yes, I like it
You will know at the finish line!

Q24. Please tell us what you did not like about the Spartan Race.

\$10 parking fee/ \$20 spectator fee.
A little hard
A little too pricey.
Activities or entertainment for waiting spectators (surprise spectator entrance fee).
Amount of vendors.
Awesome
Awesome event, thanks!
Barb wire + hills
Barbed wire obstacles
Barbwire sucked.
Barbwire.
Bathroom cleanliness and wait time.
Bathroom too far away
Bathrooms
Bathrooms
Bathrooms (Yikes)
Bathrooms more spread out.
Bathrooms next to beer garden.
Bathrooms.
Bathrooms.
Bathrooms.
Beast should be longer.
Because it's mother's day.
Bucket brigade.
Burpees :)
Charging stations.
Choice of music-not enough rock and roll.
Cold
Congested areas on the course.
Cost
Cost as spectator.
Cost for spectator went up from \$10 to \$25.
Cost for spectators
Cost is still high.
Cost of some swag items.
Cost of spectators.
Cost to get in.
Cost.
Cost.
Cost.
Cost.
Cost.
Cost.
Cost.
Couldn't run, too much bushwhacking.

Cramps.
Damn barbwire.
Did not see some obstacles that one usually see's.
Different location- Glacier Park
Different sponsor beer! Coors Lite is terrible
Dirty water in under wall dunk Bag check & parking shouldn't be \$10/\$15. Add to entry.
Don't know where the bathrooms were.
Email service!!
Email!! Parking, cost.
Extra miles.
Far for parking.
Far from home.
Fees for spectator parking
Fewer obstacles close to finish.
Find family after.
Free Coors, need more free micro brews.
F**** burpies.
Gets pricey.
Got hurt
Hauling rocks.
Have adult shoe concessions; none for kids-needed them Not enough places to sit for spectators Need outhouses positioned throughout the venue
Hills!
I feel \$20 is a lot for observers (supportees, cheer leaders) to pay.
I got injured during the race :(
I love it all.
I'm fat so it was hard.
Injuries/pain.
It is all about the money
It is expensive and very commercialized.
It was all good.
Kids should have 2 courses for younger ages.
Lack of restrooms, need more areas.
Limited availability to watch competitors.
Lock of info!
Loud music, beer was way too expensive
More bathrooms needed
More obstacles- more difficult Need vendors for protein snacks!
More restrooms and cheaper entry.
Music could be louder.
Music.
N/A
N/A
n/a
N/A
n/a Bathroom

Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing. Pretty good.
Number of people (too many)
Only one map board.
PA too loud
Parking
Parking
Parking, cost for kids- unclear advertisement.
Parking a bit far away but understandable- not a make or break for us.
Parking can be difficult.
Parking cheap, finisher beer.
Parking.
Pay parking from shuttle and spectator fees
Paying extra for parking, paying extra for bag check. The dunk your head under the water that smelled like poo.
Paying for parking and bag check.
Paying for parking and bag check.
Paying for parking- the cost is too high.
Porta pottie! Need many many more!
Porta potties full and dirty.
Portapottie out of paper. Need more. And spread them out.
Portapotties dirty and not spread out.
Porta-potties.
Potty Location
Price of beer tickets
Price of parking close. Unable to bring in food.
Price to attend
Registration is not user friendly and expensive.
Registration is unorganized
Restrooms full o' crap.
Restrooms in one location. Should have some down lower- I'm slightly mobility challenged and it was difficult to hike up there.
Rope on spear
Running.
Showers
Single track + wait of the fun laps, line was long
single track running
Spread restrooms out in event area.
Staggered start
Technical terrain.
The aftermath.
The bottle neck trail points.

The brush!!
The cost, especially for spectators
The costs for transfers from race to race.
the energy
The hills, up and down, up and down
the hot weather
The pain (sore muscles).
The potty is uphill
The price
The price of racing.
the refund/ transfer policy unplanned injuries/ circumstances suck enough
The run.
The traffic on the highway outside the entrance was not run well by the police officer. Obviously directing traffic was too much for him. Loser.
The TV cameras.
the wait in line
The wind!
This venue is one of my favs.
Too costly
Too many hills over the first three miles.
Too many similar obstacles. A lot of log carries and wall obstacles.
Unable to view all of the race (handicapped)
Very unorganized! Restrooms not very close. No signs on road
Waiting for sand bags
Weather.
what at the sand bag climb
Wish there were more races.
Would like to able to see obstacles so info on the route easily available

Q25. What suggestions do you have for improvements to the event?

:)
70 obstacles- 10 feet in between each.
Above
Access to more events.
Add "super".
Add mud to the kid event.
Add seating.
AGAIN!
Another bathroom area
Barbwire needed to be tightened.
Bathroom, wifi, charging stations for devices.
Bathrooms near entrance.
Bathrooms near entrance.
Bathrooms.

Bathrooms-need more.
Beer! More variety
Better arm slings
Better beer.
Better detail to know about where racers might be.
Better distribution of bathrooms, better signage for bathrooms.
Better information for where to view obstacles
Better restroom setup.
Better showers
Better signage for spectators to see obstacles near central area.
Better signs, closer restrooms.
Better spectator directions (maps, markers, etc.) to view obstacles!!
Better way to track participants.
Body mark, heat times on athletes. More fuel at aid stations.
Cargo net over entrance.
change start- single track needs to be wider
Change the weekend.
Charging station.
Charging stations!
Charging stations/outlets.
Cheaper beer
Cheaper entry.
Cheaper.
Clean your bathrooms!
Cleaner restrooms.
Closer bathrooms
Closer parking
Closer to larger town.
Cost
Cost + more spread out potties
Cost break.
Cost.
Course was wonderful great volunteer staff!
Decrease cost.
Different entrance strategy
Do more events.
Drones that provide us a bird's eye view.
Email service!!!
Fix the showers.
F**** burpies.
Full bar!
Get the super.
Good job
Great event!
Harder rigs.
Have more portapotties + spread out

Help...piggy back
Here/more hay bales-impromptu seats
I think it was well organized and well done.
I think you guys do a great job. Thank you for a great race!
If you make me dunk my head, make sure the water doesn't have E. Coli.
Improve sound system, Area covered.
Include parking and baggage in event price, all inclusive.
Include spectators in price for runner (or at least 1).
Inform people about hurricanes!
It was a (star of david).
It's good.
It's great!
It's great. Thanks.
Keep being awesome.
Keep it the same.
Keep it up!
Keep it up!
Keep it up!
Keep it up!
Keep it up.
Kids race kind of expensive.
Less hills.
Less music volume.
Longer running should be 26.2 at least.
Lower spectator fees.
Lunch for racers.
Make it 26.2 miles long. And provide a man for spectators.
Make the race longer.
Maps.
Maybe more bathrooms?
Mexican food
More areas for spectators.
more bathroom
More bathroom locations
More bathrooms
More bathrooms
More Bathrooms
More bathrooms closer to front
More bathrooms- spread out/ distributed.
More bathrooms, seating.
More bathrooms.
More beer + hard liquor!
More beer selection!
More completable for novice.
More concessions/vendors.
More dance music, DJ.

More events in other cities in Montana.
More food
More loops to see athletes compete in events.
more maps
More maps
More maps and signs.
More obstacles
More obstacles for spectators to view.
More obstacles spectators can watch.
More porta potties.
More porta potties.
More potty stations
More races!
More restroom + open running Different or more variety of beer
More restrooms - spread out the event
More restrooms.
More restrooms.
More running/less hills.
more sand bags and logs
More stations. Golf carts for older spectators during the race.
More tables for seating.
More tank tops, lower price.
More things to do or watch while waiting for racers.
More variety of obstacles.
More visibility to see obstacles.
More water stands.
N/A
n/a
N/A
Need better variety of healthy food.
Need fruit and healthy food. Too costly. Need way for spectators to know where to watch events.
Need more gluten free options
Need more restrooms and in another location.
Need more restrooms.
Need more than one location of restrooms.
Nein.
No
No charge for spectators.
No Dogs!
None
None
none
None
None
none at this time
None!

None! Great Job!
None, very well done
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
Non-stop music?
Nope.
Nope. If people will pay, go for it
Not as hard!
Nothing
Nothing- keep it up!!
Nothing.
Nothing. It is an awesome event.
One spectator per race attendee.
PA could be louder.
PA needs spread out more
PA needs to be louder
Paper map of spectator spots to watch.
Parking if can.
Parking in town to shep.
Parking!
Parking.
Parking.
PBR!!
People to pick up their own garbage.
Perhaps a few more things for spectators to do.
Places to plug in phones/laptops a few more off-ground seating/benches.
Portapotties in more than one location
Post map/course somewhere.
Power station. Bathrooms closer.
Pricey.
Promote local businesses more.
Pump the toilets more often
Put the arch back and let public watch spear throw.
Reduce parking and entry fee.
Remove congested areas. Take ropes off of spears.
Restrooms in 2 places rather than 1. (Think about spectators!)
Restrooms more central.
See above (Q24).

See more of the obstacle course as spectator.
Single track running + Restrooms- better access
Some shaded areas.
Spread out portapotties
Spread out porta-potties
super
Super in Montana (Bozeman) donate of some money to a charity.
Super somewhere in Montana. Some money go to charity (Police, fire, ambulances, military).
Support small NPO's that race.
take rope off spear
Think it is well setup. No improvement.
Track texts for racers like Boston Marathon & Charging station.
Tracking of participants
Trails to various obstacles.
Train staff.
Turn the music DOWN!
Ultra beast.
Water availability after course completion.
Website needs to be easier to navigate.
Website needs to be streamlined
What about cookies- donuts- for mornings
You are doing a great job!
You're doing great!