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### Ski Joring Races: 2013

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# 2013 Ski Joring Races

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Case Study Report 2013-1

## **Introduction**

The purpose of this study was to provide the organizers of the Whitefish Ski Joring Races with an understanding of their attendees and the total money spent in the area by those surveyed (Kalispell or Whitefish). The population of interest was participants and attendees of the 2013 Montana Ski Joring Races. Surveys were completed on-site. The final response rate was 157 completed surveys.

## **Methods**

Responses for the survey were gathered at the race. Surveyors were stationed throughout the area to intercept spectators for on-site completion of a paper survey. Surveys were given to race goers by random selection so as to attempt to represent the whole population. Surveyors were stationed near parking areas, spectator seating areas, and vendor areas. People willing to fill out the survey were given a clipboard, pen, and a survey and completed the survey on site. No documentation of the number of refusals was recorded.

## **Results**

Of the 157 respondents, 80% (125 people) were from Montana and 20% (32) were from out of state or country (see Table 1). Of those who were from Montana, 86% were from Flathead County while 14% were from other Montana counties. The mean age of respondents was 40.98. The mean group size was 3.17. Of those who responded to the survey, 61% (96 people) reported that they spent a night or nights away from home. Of those who spent a night away from home, the average number of nights was 6.9. The average number of nights spent in Montana was 5.8 while the mean number of nights spent in the Flathead area was 4.6. Seventy-nine percent of respondents plan to attend the races again next year. Results of all other questions in this survey can be found in Appendix A.

**Table 1: Out-of-state/Out-of-country Respondents**

<b>Place of Residence</b>	<b># of respondents</b>
Washington	10
California	3
Idaho	2
Prince Edward Island	2
Alabama	1
Illinois	1
Maryland	1
Michigan	1
Missouri	1
New Jersey	1
Oregon	1
Pennsylvania	1
Texas	1
Wyoming	1
Alberta, Canada	1

## Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in the Flathead area in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions.

Table 2 presents the expenditure data of only the respondents 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 respondents who reported spending money in each category. The total reported expenditures for respondents who spent money was \$14,338.00

**Table 2- Expenditure Data**

<b>Expenditure Category</b>	<b>Mean expenditures of attendees who reported that they spent money in these categories</b>	<b>% of respondents who reported spending money in each category</b>	<b>Total dollars spent in each category by respondents who spent</b>
Motel/Hotel/B&B	\$339.58	8%	\$4,075.00
Campground	--	--	--
Restaurant/Bar	\$113.41	14%	\$2,495.00
Groceries/Snacks	\$98.21	9%	\$1,375.00
Gasoline	\$141.58	27%	\$3,398.00
Local transportation	--	--	--
Auto rental	\$150.00	<1%	\$150.00
Retail goods	\$180.00	8%	\$2,160.00
Gratuity	\$59.00	3%	\$295.00
Entertainment/Recreation	\$65.00	4%	\$390.00
		<b>TOTAL</b>	<b>\$14,338.00</b>

# Appendix A- Results

## Ski Joring Races Survey

Are you a resident of Montana? **80.0%** Yes **20.0%** No

Was attending or participating in the races your primary reason for being in the area?

**34%** Yes **66%** No

What other reasons were you visiting? (X all that apply)

**62%** Vacation/recreation/pleasure **9%** Just passing through  
**38%** Visit friends/relatives **6%** Business/convention/meeting

During the Ski Joring Races, what type of accommodations did you stay in?(X all that apply)

**32%** Hotel/motel/bed & breakfast **0%** Private campground  
**56%** Home of friend/relative **0%** Resort/condominium  
**9%** Second home/condo/cabin **0%** Public land camping  
**3%** Rented cabin/home

How did you hear about The Montana Ski Joring Races? (X all that apply)

**65%** Word of mouth **11%** Posters **4%** Flyer  
**23%** Newspaper **9%** Internet **3%** Group or club  
**15%** Radio **6%** TV

How long ago did you make plans to attend The Montana Ski Joring Races?

**20%** Today **46%** 1-7 days ago **10%** 1-4 weeks ago **8%** 1-6 months ago **16%** over 6 months

Please rate your overall satisfaction with the 2012 Ski Joring Races.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Organization of the event	48%	35%	12%	1%	0%	0%
Event staff	54%	39%	5%	0%	0%	3%
Cost of the event	51%	32%	6%	1%	0%	11%
Location of the event	55%	36%	7%	0%	0%	2%
Concessions available	53%	38%	8%	0%	0%	2%
Number of people at the event	50%	39%	9%	0%	0%	3%
Parking	55%	34%	6%	1%	0%	3%
Sound system	50%	32%	10%	1%	1%	6%
Variety of activities	45%	30%	18%	0%	0%	7%
Signage/directions	53%	35%	8%	1%	0%	3%
Cleanliness	48%	37%	11%	1%	0%	3%
Availability of restrooms	47%	39%	9%	1%	0%	4%

**What option best describes the group with whom you attended/participated in the Ski Joring Races?**

- 15% *Self*
- 26% *Couple*
- 14% *Immediate family*
- 4% *Extended family*
- 22% *Family & friends*
- 17% *Friends*
- 1% *Organized group/club*

**Including you, how many people were in your group?**

- 13% 1
- 37% 2
- 21% 3
- 11% 4
- 7% 5
- 4% 6
- 2% 7
- 3% 8
- 1% 9
- <1% 10
- 2% *more than 10*

**Please indicate what age groups are represented in your group?**

- |     |                    |     |                    |
|-----|--------------------|-----|--------------------|
| 11% | <i>0-5 years</i>   | 24% | <i>35-44 years</i> |
| 6%  | <i>6-10 years</i>  | 18% | <i>45-54 years</i> |
| 6%  | <i>11-17 years</i> | 22% | <i>55-64 years</i> |
| 16% | <i>18-24 years</i> | 9%  | <i>65-74 years</i> |
| 28% | <i>25-34 years</i> | 1%  | <i>75 and over</i> |

**What best describes your annual household income in US dollars?**

- 18% *Less than \$20,000*
- 33% *\$20,000 to 39,999*
- 18% *\$40,000 to 59,999*
- 15% *\$60,000 to 79,999*
- 6% *\$80,000 to 99,999*
- 8% *\$100,000 to 149,999*
- 1% *\$150,000 to 199,999*
- 2% *\$200,000 and over*

## Appendix B- Open-ended Responses

**Question 29: Please tell us what you liked about The Montana Ski Joring Races.**

Action horses
Action near/ proximity, little bonfire @ GN Brewery
Action spills and thrills
All of above
All of it!
Amanda Caldwell singing, Dale Duff's mules
Ask
Atmosphere- something to do
Awesome!
Being done parking cars
Cold but fine
Combination of animals and skiers
Cool
Could be sunnier
Could take different age groups to it
Cowgirls
Crashes
Different
Enjoyment
Event not started yet
Everything
Everything
Everything
Excitement of watching riders and horses. The unique nature of the event, not able to see very many places in America.
Exciting- very different
Family event
Fast, horses and mules
Fine!
Food
Food, beverages, mules
Food, family oriented
Fun
Fun and different
Fun day outing, family friendly
Fun event
Fun times
Get out of the house

Gets you out to see things
Getting out to do something in mid winter
Good outdoor spectator events
Good place to take family
Good time outside
Great community event
Great day
Great turn out
Hoping to get a picture of a skjoring
Horses
Horses
Horses
Horses
Horses
Horses
Horses
Horses
Horses
Horses and mules
Horses and skiers
Horses and skiing
Horses excitement
How many people come together
I did surveys!
I'm an ex bull rider
Interesting, never seen before
Intro to horses
It was local in Whitefish/ +free
Just arrived
Just got here
Just started
Just to be here
Learning about ski joring
Like mule/horse races
Liked the horses
Local outside fun
Lots of action
Lots of action
Me
Memorable watching someone inducted to court
More people. Cheaper, participant entry fee
More snow less rain



Mules
Music. Getting out, something to do
My extended family was coming and it was good for all ages
Never seen an event like this
No comment
Nope
Oh ya!
Outdoor close up skiing and animals event
Outdoor entertainment
Outdoor event and close to contestants
Outdoor fun recreation. Thanks for allowing dogs on leash.
Outside fun- can bring young kids
People and horse watching
People, horses, off road 4x4 parking, craft brew
Photographing
Photographs
Races hadn't started
Races hadn't started
Races hadn't started yet. First time attendees
Races haven't taken place yet
See our friends
Seeing how many people actually came
Singer of national anthem
Skiers
Snow
Snowballs
Spend time with friends and family
Spending time with family
Sunny day
Talent
The animals/ horses and mules
The excitement, something fun to do
The food
The horses
The horses and beer
The people
The setup and horse
The soup and women
The vodka
Times skiing
Unique Montana experience

The excitement, something fun to do
Uniqueness
Visiting friends, matching racers
Watching friend participate
Watching friends
Watching the event
We don't have these type of winter entertainment in Wash.
The excitement, something fun to do

**Question 30: Please tell us what you did not like about The Montana Ski Joring Races.**

A little late starting
Ask me later
Better weather-sun
Clouds
Cold
Cold
Cold
Cold Weather! Burr!
Cost of concessions
Delay
Delay of starting time
Didn't start right away
Enjoyable
Even snow out
Everything
Forgot to bring chairs
Geriatric
Haven't started already 1:00pm
Lack of pizza- more
Late
Late start
Long ways to come just for this
More beer
More food
More seating
More venders
N/A
N/A
N/A



Started late
Started late
Started later
The cold
The people
The weather conditions
They were late
Warmer weather
Winter- snow condition

**Question #31: What suggestions do you have for improvements to The Montana Ski Joring Races?**

Ask later
Better planning organization
Better seating
Better snow
Better snow conditions
Better weather
Big fire
Bleachers
Bleachers
Bonfire
Camera
Change the weather
Cheaper beer
Dubstep
Free Drinks
Get higher above race
Great weather
Hadn't had the opportunity to view the races
Heat
Heated seats
Hope for more snow
Improve speaker system on east end
Keep doing- super fun!
Less rain
Let the younger crowd take charge
Looking forward to next

More beer
More food and drink
More food options
More music!
More parking- there's a lot of people
More seating
More signage
More snow
N/A
N/A
N/A
N/A
N/A
N/A
Nice weather friendly
No comment
No improvements No suggestion
None
None
None
None
None
None
None
Nope
Not at this point
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Observation area above the races more
Plow spectator area
Portable bleachers
Public seating
Public seating
Punctually on time
Races haven't taken place yet
Satisfied
Seating

Seating
Seating- bleachers
Seating, bonfire heating area
Seating/heating
Shovel snow
Smile
Somewhere to sit
Speakers at east end of track
Start on time
Stuff to do for fun kids 3-5
Sunshine
The same looking forward
Them winning
To be on time
To plow spectator area
To start on time
Track safety
Warm area
Warm area
Warmer
Warmer less snow



## Appendix C- Questionnaire

# Montana Ski Joring Races Survey



# 2013 Whitefish Winter Carnival- Ski Joring

1. Are you from Montana?

- Yes  No (skip to 3)

2. Are you from Flathead County?

- Yes (skip to 4)  No (skip to 4)

3. What state/province and country are you from?

4. Were you a participant in the ski joring races?

- Yes  No

5. Was attending or participating in the races your primary reason for being in the area?

- Yes  No

6. For what other reasons were you visiting the area? (check all that apply)

- Vacation/recreation/pleasure  Just passing through  Business/convention/meeting  
 Visit friends/relatives  Shopping

7. For this event, did you spend any nights away from home? If so, how many?

- 0 (skip to 11)  1  2  3  4  5  6  7  8  9  10 or more

8. Of those nights, how many did you or your group stay in Montana?

- 0  1  2  3  4  5  6  7  8  9  10 or more

9. Of these, how many total nights did you or your group stay in Kalispell or Whitefish?

- 0  1  2  3  4  5  6  7  8  9  10 or more

10. In what type of accommodations did you stay? (check all that apply)

- Hotel/motel/bed & breakfast  Private campground  Second home/condo/cabin  Resort/condominium  
 Public land camping  Home of friend/relative  Rented cabin/home  Guest ranch  
 Vehicle in parking lot

11. Please enter your best estimate of the TOTAL amount of money (U.S. dollars) you (and your family/group, if applicable) spent in Kalispell or Whitefish for items in each of the following categories. If you did not spend money in a category please skip it.

## ACCOMODATIONS

Motel/Hotel/B&B

Campground

## FOOD

Restaurant/bar

Groceries/snacks

## TRANSPORTATION

Gasoline

Local transportation

Auto rental

## RETAIL/SERVICES

Retail goods

Gratuity (meals, taxi, hotel)

Entertainment /recreation

12. What option best describes the group with whom you attended/participated in the races?

- Self  Extended family  Business associates  
 Couple  Family & friends  Organized group/club  
 Immediate family  Friends

13. Including you, how many people were in your group?

- 1  2  3  4  5  6  7  8  9  10  more than 10

**14. Please indicate what age groups are represented in your group?**

- 0-5 years       18-24 years       45-54 years       75 and over  
 6-10 years       25-34 years       55-64 years  
 11-17 years       35-44 years       65-74 years

**15. What best describes your annual household income in US dollars?**

- Less than \$20,000       \$60,000 to 79,999       \$150,000 to 199,999  
 \$20,000 to 39,999       \$80,000 to 99,999       \$200,000 and over  
 \$40,000 to 59,999       \$100,000 to 149,999

**16. What is your age?**

**17. What is your sex?**

- Male       Female

**18. How long before the race did you make plans to participate/attend the 2013 ski joring?**

- The day of the race  
 1-7 days before the race  
 1-4 weeks before the race  
 1-6 months before the race  
 over 6 months before the race

**19. How did you hear about the 2013 ski joring races?**

- Word of mouth       Posters       Group or club  
 Newspaper       Magazine       Retail outlet  
 Radio       Direct mail       Flyer  
 Television       E-mail from event planners       Internet

**20. Please rate your overall satisfaction with the 2013 ski joring races.**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Organization of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concessions available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of people at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage/directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**21. When might you come to the ski joring races again?**

- Next year       Within 5 years       Never

**22. Please tell us what you liked about the 2013 ski joring races.**

**23. Please tell us what you did not like about the 2013 ski joring races.**

**24. What suggestions do you have for improvements to the races?**

**THANK YOU!**