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### Montana Dragon Boat Festival 2018

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# Montana Dragon Boat Festival 2018

Lakeside, Montana

Megan Tanner Schultz, M.S.

Carter Bermingham

A random sample of Dragon Boat Festival visitors completed a questionnaire regarding the event. Results show overall satisfaction and support for the event.



# Montana Dragon Boat Festival 2018

Lakeside, Montana

Prepared by

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Case Study Report 2018-19

November 15, 2018

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## Abstract

This study was conducted for the Kalispell Conventions and Visitor Bureau, to provide insight into the characteristics of attendees of the 2018 Montana Dragon Boat Festival. Paper surveys on site and a post-event web survey were completed by 397 attendees and/or participants of the event. Results show that 60% of respondents were residents of Montana and of those Montana residents, 49% were from Flathead County. Out-of-county respondents spent an average of 3.90 nights away from home. Of those nights, an average of 2.87 of those nights were in the city of Kalispell and 2.76 nights in other Flathead Valley locations (outside of Kalispell). Hotel/motel/bed & breakfast/rental property purchases received the highest total dollars spent during the event of any spending category. Respondents to the survey reported a total spending of \$165,943 in the Flathead County area. Results provide event organizers and the Kalispell Chamber of Commerce 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 Dragon Boat Festival attracted out-of-county Montana residents (31%) and out-of-state (40%) visitors to the Flathead County area. The attendees of the event make important economic contributions to the Flathead Valley area. The results of the study are worth considering for future planning of the Montana Dragon Boat Festival.

- 92% of visitors who reside outside of Flathead County spent at least one night away from home. The mean number of nights spent in Kalispell was 2.87 nights; mean number of nights in other Flathead Valley locations was 2.76.
- 40% of respondents reported staying in a hotel/motel/b&b, followed by 21% staying in a rental cabin/home.
- More money was spent by these out-of-county visitors in hotel/motel/b&b/rental (\$68,698), restaurant/bar (\$27,064), and retail goods (\$19,962) than other spending categories.
- 64% of respondents reported that they were spending for a travel group size of at least two or more people (including respondent). The average travel group size was 2.81 people (travel group spending size).
- Attendees were mostly travelling with an organized group/club (33%). Other group types with high response were: friends (20%) & family and friends (17%).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 45-54 and 35-44 years olds (54% each) and 55-64 year olds (53%).
- Attendees heard about the event mostly from word of mouth (49%) or a group or club (41%).
- 34% of respondents indicated they planned to attend the over 6 months prior to the event with another 34% making plans to attend 1-6 months before the event.
- Overall, attendees of the event were satisfied with the Montana Dragon Boat Festival, and 80% of respondents indicated that they would attend the event next year.

## Management Implications

Survey results indicate that Montana Dragon Boat Festival visitors are travelling from outside of Flathead County to attend the event. This event brings both resident and nonresident visitors to the Flathead Valley area, and the attendees of the event make a variety of monetary contributions while visiting.

A large number of people who attended the Dragon Boat Festival were non-residents from out-of-state, with 14% residing in Canada. 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 County 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 staff (most satisfied), parking (least satisfied), location of the event, and many other aspects.

## Introduction

The 6<sup>th</sup> annual Montana Dragon Boat Festival was hosted on Flathead Lake in Lakeside, Montana over three days from September 7<sup>th</sup> through September 9<sup>th</sup>, 2018. This was the third year the event was held in Lakeside. Previous Dragon Boat events were held in Bigfork, MT. Dragon Boat racing has a long history that dates back 2,300 years ago to China. The Montana Dragon Boat festival attracts a diverse crowd of participants and spectators from around the region.

This event is organized by the Kalispell Chamber of Commerce and Convention and Visitor Bureau. This organization works to improve the business environment for Kalispell and the 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 2018 Montana Dragon Boat Festival with an understanding of the characteristics of visitors to the event, visitor spending in Flathead County, and levels of satisfaction with different aspects of the event.

## Methods

Data was collected in two ways:

- 1) Surveyors intercepted participants and spectators 18 years of age or older for on-site completion of the survey during the three day event. Surveys were given to people by random selection in an attempt to represent the event attendee population. People willing to fill out the questionnaire were given a clipboard, pen, and a survey. This survey asks them to record all spending for their group (including themselves and any non-participants). If a respondent indicated they were a spectator but were attending the event with a participant of the Dragon Boat Festival, they were not asked to record their spending in the Kalispell/Flathead Valley Area. This is to eliminate over-representing the amount of money spent in the area since all participants received an invitation to the same questions via a web survey after the event (see data collection method 2).
- 2) An email invitation to a web survey was sent by the Kalispell Chamber/CVB to capture the group characteristics, spending, and satisfaction of the participants of the 2018 Dragon Boat Festival. One reminder email was sent to participants asking them to complete the survey.

No documentation of the number of refusals was recorded.

## Limitations

As in all research, there are limitations to the study. Limitations for the Dragon Boat Festival study include the following:

- Data was collected by Kalispell Chamber/CVB staff and/or area volunteers who received a short training from ITRR and the 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 351 valid responses to the residence questions, 60 percent (212 people) were from Montana and 40 percent (139 people) were from out-of-state (see Tables 1 and 2). Of all Montana respondents, 49 percent (104 people) were from Flathead County while 51 percent (108 people) were from other Montana counties.

**Table 1: Residence of all Respondents**

Place of Residence	# of total	% of total
Flathead County	104	29%
Other MT County	108	31%
Montana=212		
U.S. State	83	24%
Canada	49	14%
International	1	<1%
Non-MT unspecified	6	2%
Total all Residences	351	100%

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

Residence	# of respondents
Alaska	4
Alberta, Canada	28
Arizona	2
Australia	1
British Columbia, Canada	11
California	24
Canada (Unspecified)	10
Colorado	3
Florida	2
Idaho	1
Illinois	1
Kansas	1
Minnesota	1
New Jersey	1
Nevada	10
Oregon	13
Pennsylvania	3
Texas	1
Washington	16

Seventy-five percent of respondents were registered participants. Of those who were not registered participants, over half (61 percent) were not in a group with a participant and were solely spectators of the event. The mean age of respondents was 49 years old. Of those who were from outside Flathead County and responded to the survey, 221 people reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (41 percent) spent two nights in Montana. The mean number of nights spent in Montana was 4.25 nights. The mean number of nights spent in Kalispell was 2.87 nights, and the mean number of nights spent in other Flathead Valley locations was 2.76 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 were not in a travel group with a participant) 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 \$165,943.

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

<b>Expenditure Category</b>	<b>Mean expenditures of non-residents <u>who reported that they spent money in these categories</u></b>	<b>% of respondents who reported spending money in each category</b>	<b>Total dollars spent in each category <u>by respondents who spent</u></b>
Hotel/motel/b&b/rental	\$545.22 (n=126)	51%	\$68,698.00
Restaurant/bar	\$154.65 (n=175)	71%	\$27,064.00
Retail goods	\$234.85 (n=85)	34%	\$19,962.00
Groceries/snacks	\$112.59 (n=135)	55%	\$15,200.00
Gas	\$93.47 (n=155)	63%	\$14,488.00
Auto rental	\$301.00 (n=29)	12%	\$8,729.00
Entertainment/recreation	\$170.92 (n=49)	20%	\$8,375.00
Campground	\$82.51 (n=37)	15%	\$3,053.00
Local transportation	\$53.43 (n=7)	3%	\$374.00
		<b>TOTAL</b>	<b>\$165,943.00</b>

## Appendix A- Results

- Q1. Are you a registered participant of the Montana Dragon Boat Festival? n=392**  
75% Yes (Skip to Q2.)      25% No (answer Q1a.)
- Q1a. Does your group include someone who is a registered participant of the MT Dragon Boat Festival? n=87**  
39% Yes (Skip to Q14. On back)      61% No
- Q2. Are you a resident of Montana? n=348**  
60% Yes      40% No (skip to Q4.)
- Q3. Do you reside in Flathead County? n=212**  
49% Yes (skip to Q14. on back)      51% 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 Kalispell or the Flathead Valley area? n=243**  
33% Yes      67% No
- Q6. Was attending this event your primary reason for being in the area? n=241**  
87% Yes      13% No
- Q7. For what other reasons are you visiting the area? (Check all that apply.) n=181**  
36% Vacation/recreation/pleasure      1% Just passing through      1% Business/convention/meeting  
14% Visiting friends/relatives      5% Shopping
- Q8. For this event, how many nights did you spend away from home? n=241, mean=3.90**  
8% 0 (skip to Q.12)      2% 1      25% 3      7% 5      3% 7      0% 9  
39% 2      13% 4      1% 6      <1% 8      2% 10 or more
- Q9. How many of those nights were in Montana? n=216, mean=4.25**  
0% 0      41% 2      13% 4      1% 6      1% 8      4% 10 or more  
2% 1      29% 3      7% 5      3% 7      0% 9
- Q10. Of your nights in Montana, how many did you stay in Kalispell? n=94, mean=2.87**  
5% 0      18% 2      16% 4      0% 6      0% 8      1% 10 or more  
10% 1      44% 3      6% 5      0% 7      0% 9
- Q10a. Of your nights in Montana, how many did you stay in other Flathead Valley locations? n=141, mean=2.76**  
4% 0      51% 2      9% 4      0% 6      0% 8      2% 10 or more  
2% 1      26% 3      4% 5      1% 7      1% 9
- Q11. In what type of accommodation(s) did you stay in Kalispell or the Flathead Valley? (Check all that apply.) n=217**  
40% Hotel/motel/B&B      12% Private campground      3% Resort/condominium  
21% Rental cabin/home      15% Home of friend/relative      0% Guest ranch  
10% Public land camping      4% 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**

**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=224; mean= 2.81**

<b>36%</b> 1	<b>5%</b> 3	<b>3%</b> 5	<b>0%</b> 7	<b>0%</b> 9	<b>9%</b> more than 10
<b>38%</b> 2	<b>6%</b> 4	<b>2%</b> 6	<b>1%</b> 8	<b>&lt;1%</b> 10	

**Q14. What option best describes the group with whom you attended this event? n=379**

<b>2%</b> Self	<b>11%</b> Immediate family	<b>17%</b> Family/friends	<b>5%</b> Business associates
<b>11%</b> Couple	<b>2%</b> Extended family	<b>20%</b> Friends	<b>33%</b> Organized group/club

**Q15. Please select all the ages represented in your group: n=389 for each age category**

<b>5%</b> 0-5 yrs.	<b>12%</b> 11-17 yrs.	<b>44%</b> 25-34 yrs.	<b>54%</b> 45-54 yrs.	<b>32%</b> 65-74 yrs.
<b>6%</b> 6-10 yrs.	<b>24%</b> 18-24 yrs.	<b>54%</b> 35-44 yrs.	<b>53%</b> 55-64 yrs.	<b>8%</b> 75 and over

**Q16. What best describes your annual household income? (In US dollars) n=357**

<b>6%</b> Less than \$20,000	<b>21%</b> \$60,000 to \$79,999	<b>7%</b> \$150,000 to \$199,999
<b>11%</b> \$20,000 to \$39,999	<b>16%</b> \$80,000 to \$99,999	<b>8%</b> \$200,000 and over
<b>16%</b> \$40,000 to \$59,999	<b>16%</b> \$100,000 to \$149,999	

**Q17. How long before this event did you make plans to attend? n=391**

<b>5%</b> The day of the event	<b>16%</b> 1-4 weeks before the event	<b>34%</b> Over 6 months before the event
<b>11%</b> 1-7 days before the event	<b>34%</b> 1-6 months before the event	

**Q18. How did you hear about the Montana Dragon Boat Festival? (Check all that apply.) n=382 per selection**

49% Word of mouth      3% Posters      41% Group or club      15% Social media  
 11% Newspaper      2% Magazine      0% Retail outlet      1% Other website  
 6% Radio      1% Direct Mail      1% Flyer  
 3% Television      14% E-mail from event planners      12% Event website

**Q19. Please rate your satisfaction with the Montana Dragon Boat Festival:**

Satisfaction	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean	Total respondents
Organization of the event	2%	1%	2%	20%	75%	4.66	n=389
Event staff	1%	1%	1%	13%	84%	4.78	n=389
Cost of the event	2%	1%	5%	21%	71%	4.59	n=367
Location of the event	2%	2%	5%	20%	72%	4.58	n=384
Concessions available	2%	3%	9%	34%	53%	4.32	n=377
Number of people at the event	1%	1%	6%	33%	59%	4.48	n=383
Parking	2%	6%	12%	31%	50%	4.21	n=366
Sound system	1%	3%	7%	29%	60%	4.44	n=388
Variety of activities	1%	2%	8%	28%	60%	4.43	n=380
Signage/directions	2%	<1%	5%	27%	66%	4.55	n=384
Cleanliness	2%	1%	1%	16%	80%	4.73	n=387
Availability of restrooms	2%	<1%	2%	16%	80%	4.73	n=388

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

**Q20. What is your age? n=386; Range=18-85, mean=49.25**

**Q21. What is your gender? n=388**

39% Male      61% Female

**Q22. When might you come to the Montana Dragon Boat Festival again? n=382**

80% Next Year      18% Within 5 Years      2% Never

**Q23. Please tell us what you liked about the Montana Dragon Boat Festival.**

See Appendix B

**Q24. Please tell us what you did not like about the Montana Dragon Boat Festival.**

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 Montana Dragon Boat Festival.

A fun first time paddle for me! Love MT!
All
All
All of it.
ALL of it
All of the amazing people and support, and Alva our steerer
All of the positive people who were participants.
All the different boat and people other than Montana
All the festivities
All the great people, wonderful organization, band/get together Fri evening, the facilities, festival staff and volunteers
amazing organization, small venue, fun race
Atmosphere
Atmosphere. Being back in MT
Attended w good friends. Love Lakeside
Awesome festival. Well-organized. Thank you, volunteers!!
awesome setting in MT, great people.
Awesome Volunteers!
Beautiful area, friendly volunteers and fellow competitors, lots of fun events to take part in, close local shops, great viewing area of t
Beautiful area, well organized, great staff
Beautiful area, well organized, supportive staff
Beautiful day, happy, friendly people. Live music, good PA system
Beautiful event venue, great volunteers, professional supportive race director and crew
beautiful location, friendly people
Beautiful location, fun event
Beautiful location, people are great
Beautiful setting, family event, rose ceremony
Beautiful venue
Beautiful venue! Great people!
Beautiful venue.
Being a team member the energy was awesome
Being new to the experience the volunteer staff helped our group out a lot, in terms of organizing us and letting us know where to be and
Boat staff / steer coaches were top notch. Alva even came looking for our team to give us some additional coaching.
Bozeman Vikings and fun in general
Breast cancer survivor event
Community
community and novelty of the event
Community event welcoming Non-MT residents
concerts, mini golf for children and families, food choices, a good family atmosphere
Creativity, cohesion, love, intention, tradition, community
Despite the unpredictable water, I actually really love this location. I am not sure how I feel about it being moved.

Different from the usual locations
Energy
Enjoyed the activities available outside of dragon boating.
Entertaining
Entertaining, allows front timers
Entertainment, volunteers, team tents and marshalling are close together
Environment, location
Even though the weather wasn't always cooperative, I loved the venue. The enthusiasm was contagious and the volunteers very helpful.
Everything
Everybody is so nice
Everyone so friendly
Everyone very friendly
Everything
Everything - wonderful event/people
Everything + Free beer
Everything- especially the venue
Everything has been great
Everything was wonderful
Everything! Very well organized and fun.
Everything!!
Everything, weather
Everything/ great community
Everything-beer
Excellent friendly people
Excellent organization and spirit!
Exciting, location
exuberance of the contestants and people
Family event
Family oriented
Fantastic event for paddlers and families
Festival atmosphere
First time - enjoyed the spectacle
First time, fantastic!
First year, it was fun.
First, it was an AWESOME event! I have been dragon boating for 12 years and this is easily the best regional race I've attended. FUN -
Friendliness of the people, kids behaved and supervised. Musicians.
friendliness scenery

Friendly people, great volunteers, safety first attitude of race director and organizers, fun teams, fun sport, beautiful venue
Friendly people, Clean beautiful location, exciting and well organized event.
Friendly staff, multi-day races, lots of activities
friendly, happy, paddlers
Friendly.
From the top down, festival organization was TOP NOTCH, From Vonnie Day in the early planning stages to Kevin Kwan and his group
Fun
Fun + competence
Fun and camaraderie
Fun and friendly competition
Fun and something different to watch
Fun clean outdoor event
Fun event to watch
Fun event. Enjoyed the competition and the other activities.
Fun local event
Fun time to visit people and watch race
Fun time, perfect weather!
Fun!
Fun, clean, well-sounded, positive, organized
Fun, competition
Fun, competitive, supportive
Fun, family event for all ages in a beautiful location.
Fun, Friendly atmosphere. Having a team tent site to hang is also nice.
Fun, friends
Fun, organized
Fun/friends
Good crowd, friendly people.
Good family crowds (all ages) good teams, enthusiasm!
Good fun
Good races good format but can be improved
Good times
Good vibe, new teams from a wide geography, winning, swimming in the lake, no smoke,
Great and diverse event with wonderful staff and volunteers
Great atmosphere, good vendors
GREAT COMMERCIAL, not a real world. Enthusiasm
Great community event
Great community event! Well organized!
Great congregation of fun and amazing people for a great cause! Races are very fun and a unique experience! I like the Volunteer Park venue
Great event available to all skill levels.

Great event!
Great events for the community
Great family fun. My team had a wonderful time and my family loved watching from shore and enjoyed all the vendors and food.
Great fun event
Great location and event, very friendly environment
Great location!
Great location. I love the rose ceremony
Great location. Very well organized
Great organization. Wonderful people. Great turn out.
great staff, events
Great venue!
Great venue
Great views, location and amazing people here!
Great volunteers + amenities
Great!
H was an intimate event
Hopefully our team will have enough paddles next year(Flathead Dragon flies)
How friendly everyone competing and attending have been.
I enjoyed all aspects of the event.
I like to compete. Thanks for putting the event on
I liked the atmosphere, the music, vendors, activists and people!
I liked the community camaraderie
I love dragon boat festival.
I love racing and coaching on a team in this event. People I know who come to race here from other parts of North America say we have the
I love the atmosphere and the staff is very helpful
I loved all the different teams and people
Incentive = Fun
Interesting event,
It had a great comradee atmosphere. All competitor are good sportsman and kind. The announcer was very good.
It is a gorgeous area! Fun activities, great people and atmosphere! LOVED the help with the golf carts!
It is a well organized event and moves quickly.
It is a wonderful get together for survivors and families
It is at Flathead Lake
It is on Flathead Lake
It is on Montana
It seemed well organized. Really loved the heating tents, the entertainment, the cleanliness. I like that there are 200m, 500m, 2K races.
It was a beautiful day on the lake supporting a great cause.
It was a fun and exciting event.
It was a fun event to meet others. Loved paddle board boxing.
It was fun because it's much smaller than I am used to. It's very relaxed. The other teams are pretty friendly and accommodating.
It was great-all of it.
It was organized.
It's a beautiful venue and the volunteers are friendly
It's a fun event to come to with friends

It's good.
It's great
It's great!
It's local - something to do
Just a neat event to watch
Kelsy's boat
Kids activities :)
Location
Location
Location
Location
Location and environment/ activities surrounding race field, embedded in local business area makes for easy access to a amenities
Location is nice, music plus
Location is stunning
Location, excitement, friendly competition, the atmosphere, the large TV screen
Location, friendliness, community and kid activities ,live music
Location, friendly people, the boats and the course
Location, Location, location,,,,people and the beautiful countryside
Location, people, organization
Location, weather, vendors, boat races
Location. Activities
Location-beautiful
Lots of activities
Lots of energy among the attendees and staff. Beautiful area
Lots of people interesting costumes
lots of team spirit
Love being in Lakeside and sad it's moving
Love lakeside as a Venue! Thanks! Hot to see it more to Bigfork!
Love the camaraderie
Love the sport, community spirit
Love the spot and the people from all teams, volunteers very much appreciated
Loved staying in Lakeside. Loved the park location and size of event, and that everything was convenient (coffee shop within walking distance)
Loved the public support. Everyone is super friendly.
Loved the ride from parking lot to event! Fun event!
Lovely location and friendly festival
Lovely size, well organized, great family event
meet excellent organization
Meeting people from other teams
More endorser and sponsoring breast cancer research
mountain, scenery + people
My daughter with in it
N/A
Nice group of folks
Nice people around, fun activities, organized
Nice people, nice weather

Nice people.
Nice weather fun atmosphere
Nice, organized, speaker system, (tshirts but lower price), music, loved welcome party!!
No gate cost, healthy food option at vendor, clean well stocked bathrooms. The location area was awesome for the event
Not overly crowded, access to view races.
Number of races, friendly volunteers, we'll organized.
Organization
Organization friendly staff
Organized very well, o lot of very nice fun people. IT WAS GREAT to have a coached practice
Organized very well.
Paddling competitively, but also community team
participants and onlookers were all interested, supportive and delighted to be there -- its one of the most happy experiences I've ever been part of
Peaceful atmosphere
People
People are friendly, volunteers wonderful, venue beautiful
People!
People!
People, location and weather
People, venue, and activities
Perfectly participated, people very friendly
Pleasant atmosphere and lots to do!
Positive people
Poster of the event would be great.
Pretty community
Proximity
Racing
Racing
Really well organized event, including non-dragon boat activities.
Scenery, location
Setting, food, Friendliness.
Short races
Small, well organized
Something different
Something fun to do at the end of the summer season
Something to do on the weekend.
Sometimes different, interesting
Sound system, music, food
Staff - friendly. Thank you for crossing guards.
Staff of the outfit running the boats was top notch. Our steer took pity on us, coached us along, encouraged us, was positive
Staff was amazing, supportive & friendly.
Stay in Lakeside!!
Super nice people and a beautiful location
Super organization of event. Moves along smoothly
Supper friendly people! Everyone was so accommodating to our Canadian team! The Festival was very coordinated and well organized.

team atmosphere
Team spirit
The activity and people
The African Drumming. the boat race.
The atmosphere
the camaraderie
The camaraderie between the attendees, the Survivor Ceremony Liked the water filling stations - good idea, less plastic
The crowd and energy was great. So was the encouragements. Tent setup was good. Not very many vendors. SO MANY WATER STATIONS THANK YOU!!!
The DJ
The energy of the crowd for the participants
The energy
The environment, excellent staff, camaraderie of teams, overall organization.
The event was run extremely well. Folks were nice and qualified to do their job.
The experience
The fun activities.
The fun atmosphere!
The fun competitive atmosphere
The kindness and guidance from all the staff made the event enjoyable. The food available was excellent and the beer, well it's beer
The Lake, the people, the speed, the teamwork.
The location
The location
The location and available parking
The location and community
The location is beautiful and the people/staff very friendly
The location of Flathead Lake is beautiful. Everyone is very friendly
The location was very convenient and had grocery stores, banks etc nearby that you could walk to. Great location!
The mountains
The people
The people
The people and activities
The people and the extra events and competitions. Very fun!
The placement and set up went well. It was a fun event
The pre-party hosted by Silver Lining was fantastic, especially the presentation by Dr MacKenzie and the delicious food.
The races
The races on saturday that were the shorter distances. The volunteer staff
the reason we do it
The relaxed atmosphere/safety and music
The Rose ceremony
The uniqueness of the sport/event. The sportsmanship. The community involvement
The venue
The venue location was beautiful, a good size for the amount of people. The stage was awesome and the grass area in front of the stage was
The venue was amazing. The people were amazing.
The venue! Shuttle service was excellent! Close to business/shopping on street

The volunteers were amazing!!
The volunteers were very friendly and helpful.
The volunteers were wonderful! They seemed to know what they needed to do and were incredibly nice and helpful and happy to be around.
The water is fun
The weather
The weather and people
There is a wide variety of teams
This is an extremely well organized event. Kevin and his crew are very professional and fun. Not to mention helpful.
This was such a unique and fun event to draw people to the area after peak season.
Under gender leave a box, for transgender
Variety of activities, beautiful setting, race ran efficiently
Venue
Venue and people
venue, staff, fun event
very relaxed, inclusive environment
Very up beat
Very well fun, great shuttle service
Very well organized event in an area I didn't think many people would show up for, pleasantly surprised
Very well organized, fun event, pre-race dance. ease of registering and finding accommodation. lots of food choices clean park & area.
Volunteers and staff were so friendly.
Volunteers were great. Beautiful location
Watching my family and friends smiling after they got off of the boat!
We have been here with our team every year. Really Fun.
We love the event, and hope to come back next year!
We really enjoy the camaraderie - it brings a lot of us together as a team! And we enjoy meeting other teams! And the kids medals rock!
We weren't able to bring our Rocky Mountain Championship Trophy home with us.
Weather, great energy. Tent decorations, fun people. Liked water stations, need encourage bring water containers less plastic
well organized
Well organized and great location within park
Well organized and other events to keep people interested.
Well organized event, plenty of volunteers
Well organized family event. Great for community.
Well organized!
Well organized, lots of enthusiasm, great location
Well run
Winning!
Winning. Lakeside is such a nice place to race
Wonderful clean fun for the right reasons

**Q24. Please tell us what you did not like about the Montana Dragon Boat Festival.**

A little windy for the boats.
Afternoon race disruption.
Air - sorry - we know you didn't do it
All good
All good
All great
All is good. But sucks in the final a division because our team crushed every team but then lose from a weaker team because we didn't able to race them
all ok
Aside from our dismal performance Saturday, the even was well planned and well carried out
BCS. Race winners were not recognized during awards ceremony. For an event sponcered by health care providers and save a sister Thats in. Hard to u der
Better prizes
Boxing fun
Breast Cancer Survivor Race was not given awards nor recognized during closing ceremony.
cancellation of races on Saturday
Cancelled races and waiting around for delay, late award ceremony. More recycling for cans Restrooms cleaner and stocked
Can't think of anything.
Can't think of anything.
Couldn't bring dogs
Could've used more vendors and maybe arts and crafts
Did not trust the decisions/officiating being conducted by event staff.
Didn't like the paddle board boxing event or whatever that was. Announcer was too loud and rather annoying. SOOO disappointed for the canceled races
Disappointed that Sunday afternoon was cancelled. If waves in the afternoon are the norm - perhaps the festival should have started earlier.
Effect of wind weather on race schedule. Not a controllable, but disappointed that races were scrapped. Safety first
everything
Food selection
Friendly
Good food
Good location
Hard to hear teams being called
Honestly, can't think of anything. Well, except for cancelling our races the first afternoon for wind
Hope the organizing committee learned the lesson of holding the entry fees from last year, numbers are way down
I can't think of anything
I did not enjoy the (what we call) buck boats. There are way better dragon boats that could be used for such an amazing festival.
I did not like the boxing in how it was done. The length of time. It totally took away from why we were there. It needs to compliment not interfere.
I felt that some of the event line up wasn't communicated very well to the volunteers. Also 2 years they have had to cancel the paddling due to wind.
I liked it all
I love Flathead lake, but either a new part of the lake should be sought after, or run the races in heats of 4 and plan them all for the morning before the wind
I think it would be beneficial to get better parking/signage.



N/A
N/A, maybe parking
NA
Nada
Nada
Need more booth
Need more food /coffee choices
Need more food choices
Need more parking
Need the Canadians back.
Needed more restrooms at corner exit
No boxing during racing events
no complaints
No dislikes
No island noodles
No parking
No public wifi
No recognition of BCS teams at the award ceremony. Very disappointing.
No recognition of the Breast Cancer teams at the awards ceremony. After all there was a lot of through put the festival of the breast cancer campaign



Parking
Parking
Parking hard, not good for rental car yesterday
Parking is a little tough
parking is nearly difficult
Parking is not real good
Parking is terrible. Getting in and out of lakeside very irritating. I think having it in lakeside with the difficulty of getting in and out makes for lo
Parking was difficult.
Parking was for, but shuttles were great!
Parking was somewhat of a hindrance until we had a shuttle lady pick us up.
Parking.
Parking-no handicap
Race course too short zoom is not long enough
Ran out of TP and paper towels in bathroom. Ran out of souvenir cups 1/2 way into 1st day.
Really nothing
Really wanted the beer cup souvenirs but couldn't make it to the beer tent as a paddler.
Restroom on Sunday nobody emptied trash. Wind comes up so move races thru better. Paddleboard boxing was fun but maybe do more races and do it a little
Sad we didn't get to do a 2k but understand the reason
Second race on Sunday got cancelled due to wind on the lake
Seemed like the festival was really pushing the safety of the teams when the water was getting rough. Seems like the festival is also becoming quite small
Small animal poop on grass
Small tents (area)
some groups were a little over competitive knowing we were new.
Speakers too loud. Parking too far
teams could not often hear the important announcements. Taking a lunch break versus starting and ending the heats earlier. Seems mornings are best for
That it wasn't longer. One racist guy dressed an arab
That races were canceled. The races should have started earlier, with a longer break for the wind and then picked back up at 5:00pm when the water was g
That the breast cancer teams were not recognized and awarded metals for the races at the award ceremony
That the paddle board boxing event took precedence over the Dragon Boat races. The Dragon Boat races should have been completed and then the paddle board
The "race time" information projected for Sunday, provided late on Saturday eve, indicated that our team "Got Mamm" would have at most one race on Sunday
The boats we competed in. They were unstable in the water and took on water when it became a little rough on the water.
The boxing thing was stupid, wasted our racing time and the DJ was horrible. I don't care that he was a local radio DJ he was beyond obnoxious.
The delay of the paddle board boxing when we heard that wind always picks up on the lake in the afternoon. I feel that spectators were also there for dragon boats
the delays and cancellations in racing
The docks were not very efficient
The drum circle hippies with no rhythm
The duration of the paddle board boxing. Since timing was critical with the racing heats in correspondence with the weather it took up a lot of valuable time
the early starts on sunday
The festival ground was slightly small given the number of attendees
The fire really put a damper on our chance to enjoy Montana

The group with drums on stage
the hour+ long announcer of the paddle board boxing- cannot listen to that ever again! event looked fun- he was awful
The loading of the boats was a concern amongst my team.
The location, while beautiful, was too exposed to winds that cancelled a portion of the race. A more sheltered location would be best.
The NO recognition for the breast cancer teams...not even mentioned during the ceremony! this was a shocker and in all of the festivals i've attended ne
The parking was a little short and the shifting race schedules caught us off guard. We had a couple people actually miss our morning race on Sunday
The posting of the results on the website was very difficult to find.
The radio announcer who went on for too long. Not impressed with the boxing event. Went on too long.
The registration process continues to be extremely messy. Rosters and waivers were a Friday nightmare with some paddlers completing online
The schedule - we sponsor the kids race and the kids have not been able to paddle the last few years (see our suggestions below)
The thought of going to Bigfork
The waves when the wind came up
The weather did not cooperated very well but not much you can do about that. :)
The white caps and ever changing water conditions
The wind
The wind in the afternoon disrupting the event.
The winds that cancelled the afternoon races.
The womens ACTUAL restroom building was a wreck. Could have been more food options.
The wooden stakes that were in the ground to designate where teams should set up, were a hazard! Everyone kept tripping on them. I was very disappointed
There wasn't a good spot to sit and watch the races from. Very little room by the docks.
There were a few raindrops
There weren't a lot of vendors
Timing of boxing- hold after races or lunch break(could be organized a bit more -no waiting between seats)
Too much \$
Too much sun! Just kidding
Two things. One, the "paddleboard boxing" was not only ridiculous.... it introduced an entirely unnecessary element of violence
Venue is a little tight -- discourages more involvement
Very strict loading procedures
We miss the fun costume many of the teams has in the past
We thought there would be more vendors
We were not able to finish the races because of the water conditions. But hey, better safe than sorry.
Weather is not stable. Event changed every time I was here. I was here four times.
weather related race cancelation in the afternoons
Wind
Wind (Mother Nature) Paddle Board Boxing event and obnoxious MC
Wind always a problem. The wind made for some unfair results in the mixed div. A team that raced on flat calm morning water won by 100th of a second
Wind and waves caused half my team's races to be canceled.
Wind and waves in this unsheltered location caused half of our heats to be cancelled.
Wind and weather always seem to be a factor, but that's Montana. The organizers handled the safety and other wind-related issues very well.
wind came up both days, boats were not stable enough to handle rough water. I have been in much more stable boats that can handle the rough water and rac
Wind cancellation

Wind problems
Wind. Seems like the wind always becomes a factor, and messes with the schedule, or causes some races to be canceled.
wind. did your best for a few years.
winds cut the day short
Windy location (big waves). Nobody likes the events getting cancelled.
With all the focus on breast cancer detection and survivorship, the BCS race was not even recognized during the final ceremony.
Would like a poster

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

A couple more variety of food carts.
additional vendors
All good !
All good!
All is good !
All teams need to race all their heats. When they pay the amount of money to register, come here, stay and only paddle twice it's not worth it.
Allow the winner of the Rocky Mountain Championship to bring the beautiful Trophy Paddle to their home turf for a year. This could be guaranteed to be kept safe with a refund
Am disappointed to hear about change of venue to Bigfork next year. We checked out the site and it wasn't nearly as nice or convenient. Would LOVE to come back to Lakeside!!
As a native Montanan, I can tell you that Flathead lake gets choppy around noon almost every single day. Perhaps you can plan for the wind by scheduling races earlier in the day
As mentioned, try to add a 4th lane - it makes the races more exciting, and gets them done sooner before the wind picks up. And leaving earlier on Sunday really helps
better boats, more tent space. we have 2 10X10 tents. entire team could not fit under 1 tent and were not protected from rain.
Better food
Better music
Better P.A. Hard to understand behind the event
Better parking
Better parking maybe. Coffee close by would be better.
Better prizes
Better shuttle service
Better signs for team standings/ info. Large white boards or something. Find a different MC for your leisure games. (paddleboard boxing) he was obnoxious and not enjoyable
Better/friendlier kid area. People in that area were not very friendly. Do the kids race earlier so they can actually race. They always get cancelled when doing them so late
Bigger billboard for thing
Bigger venue - greater encouragement of involvement. Link the event to a charitable fundraiser
Bike path mapped out/bicycle parking area
Booths with knickknacks to buy
Calmer location or time races differently.
Can't think of anything
Can't think of anything

Coffee and more food vendors
Designated parking for handicapped. We had 1 handicapped seniors with us
Different boats!
different location for the race perhaps.
disappointed that we had to wait so much time in between races, when there were other people we could have raced with to fill the boats. No impressed with staff
Dog friendlier, keep the vibe.... it is working my 6 th year paddling
Don't plan races in afternoon.
Earlier in the summer, move to Whitefish Lake, more affordable registration fee
Earlier in the year the weather might be better
Earlier start to races If waves a problem for pm races
Encourage teams to do fun costumes, songs and traditions they has in previous year
Find a more sheltered venue.
First time no suggestions
First year here - I am very happy
For the paddleboard boxing(which was awesome) but a reading of the rules because the rules weren't followed very well. In example there were a lot of pushing
Free coffee for racers
Get rid of the boxing or hold it after the racing
Get the dogs in
Good job
Great event
great job
Great Job
Great job
Handicap parking
have 1 year
Have it earlier in the summer! Invite Island noodles back!
Have more live music! Invite Djebe Bar or Drum Brothers from Missoula. Have dance class? African or Salsa.
Have someone take pics of teams in the dragon boat w pabbles, so teams have pics. I was on the Got Mams breast cancer survivor team.
Have the beer cups again
Have the lines marked with more buoy.
I feel like races should start earlier in the morning so that we don't have wave problems. Or when the event moves to Bigfork, if the races could be held in the bay
I heard there is an east side venue, we'll see
I know it's meant to be an economy boost outside of the tourist season but earlier in the year would alleviate smoke and weather concerns.
I think it all ran smoothly, thanks to all of you!
I think it should stay in Lakeside. Easy parking, and plenty of space for teams and concessions.
I think you do a great job and as a volunteer for other organizations, appreciate all of the time you spend to create this even.
I thought it was terrific. Best of luck with next year's event.
I understand that it is going to Big Fork next year. I hope there are good places to stay and to eat, Skip the boxing thing. The water time for racing should be of upmost importance
I wouldn't change a thing.
If it exists and is possible, hold the event in a bay or cove protected from prevailing winds.
If possible, have it in the bay in Bigfork, so that the wind does not cause problems.

If you are putting that much time/effort/cost into the BCS portion then recognize them.
I'm not sure how to answer that. I loved the venue, and would race there again in a heartbeat but the winds were too strong to race in the afternoon, unfortunately.
Island Noodles
It seems like almost every year the weather creates unfavourable conditions for dragon boating. Is it possible to change the date of the festival when there is less wind?
Just a better dragonboat for the races!
Keep everything else as organized but a better racing area, one with more flat water. Nothing turns off a club/team than going to a venue where the water is too wavy and high
Keep it going!
Keep it here! :)
Keep it in Lakeside
Keep it in Lakeside!!
Keep it in lakeside.
Keep it small
Keep it up!
Keep it!
Keep the races in Lakeside
keep the waters calm -- SMILE
keep up the good work!
Knowing that the winds tend to pick up in the afternoon, why not race through lunch hour and hold special events that aren't affected by wind like paddle board boxing
Lakeside Rulez
Larger venue
Live DJ! MUSIC
Long races on day one, shorter on day two!
Longer course no more 200m races
Louder announcement of when to rally :)
Love it! Thank you!!!
Make enough restrooms
Maybe a basic event calendar about a week out would help for the teams that are not as organized or have never been to a Dragon Boat race.
Maybe do all 200 races if wind predicted
Maybe earlier in the summer it would be less windy?
Maybe keep all races 200m until finals since the weather gets bad
Maybe offer alternative shuttle
Maybe some more healthy food vendor selections
Maybe the new location will have less weather interference. We may still stay in Lakeside!
Maybe they could get a photographer to take a picture of the team in the boat either when they leave the dock or return.
Members of our team remember there being more posters. Similar to those of the NWMT Fair.
might be good to have in a harbor, where wind is less of a problem. Waves canceled races in afternoons.
More concessions
More food
More food
More food choices
More food selection, more cow bells

More food trucks - variety
More food trucks!
More food variety
More food vendors
More food vendors Allow the winner of the Rocky Mtn Championship to take the Paddle trophy for o their home turf for a year. A Bond would guarantee its return for next year
More jewelry vendors
More local food vendors
More options for concessions
More paddle sizes
More parking
More parking
More parking
More Parking availability
More parking might be needed
More space for team tents. More shopping tents
More stuff
more then 3 teams in a heat but of course as it grows
More toilets at concert events.
More TP in women's restroom
More vendors
More vendors
more vendors
More vendors
More vendors and arts/crafts vendors
More vendors line what might be found at a farmers market, something for everyone. A+ awesome time!
More vendors/food choices
Move it somewhere that has a lot more lodging, move kids race to the morning to that it isn't windy, More/better FOOD TRUCKS located closer to tents.
Move paddle board boxing to AFTER races Loved the music but could not hear it at team tents or by the water at races
Move to a different lake
Move to a more sheltered location.
N/A
NA
NA
na
na

NA
Nada
Need more food choices
Need more shuttles from parking to venue
Need to find a place that water condition is more stable.
never start early, and no afternoon races
no
No suggestions
None
none! It was an amazing event!
None! Keep it in Lakeside!
None, loved it !
None, maybe calendar earlier
None, stay in Lakeside!
None, well done, love Canada
None-maybe more vendors
Not cancel any races. Sometimes spectators and participants want to see a capsized! :)
Not sure how to fix the dock problem
Nothing
Nothing
Nothing good

Nothing! Great event!
Obviously, I think the event would be better without the above mentioned performances. I think the event would be improved by including some consultation with a person or p
Only thing I could think of is maybe a what to bring or expect for new participants as we were fairly unprepared. Awesome event and awesome people!
Parking
Parking
parking/shuttle from further lots
Pay attention to comments people offer. Not sure how having it across the Lake next year will be better...? Isn't the wind typically worse there?
Picnic tables for participants and families to have lunch, etc. eliminate the boxing event. Focus is on Dragon boats.
Place more garbage cans around, we were coming instantly trying to find one and saw people leaving trash on the grass because no garbage can was nearby
Plan as many races in the morning and on the first day. Have something for every participant to take home.
Please make every effort to recognize the BCS teams that came for the sole purpose of racing. I have been racing for seven years and never experienced no mention of us
Please refer to my comments above. Again, medals do not need to be awarded, but please acknowledge the BCS Division! If not, then do not have a separate division for us!
Please, please, please market this better! Your attendance could have been spectacular if more people were aware. Think Facebook check-in. Instagram coverage. OVERALL GREAT!
Races were called a little too early on Saturday afternoon, as winds died down and the 2K participants were already making early dinner plans.
Recognize all teams involved, we and all teams come with a purpose. Hope to see you next year
Recognize Breast cancer teams and award metals to the winning teams.
Run races more quickly so everything is done when the wind comes up.
sad to have races cancelled once weather got bad. try to speed up marshalling process to get races done faster earlier in day
same as above
Schedule all the races for the morning, before the wind kicks up then do the fun stuff - paddle board boxing, etc -in the afternoon.
Schedule the paddle board boxing to happen after all of the racing is completed for the day and to move it along faster either allow only 10 seconds to get back on the board
Schedules clearly posted
Seating
Security earlier four vendors. Canadians Back.
See above
See above
See above
Since the race is moving to Bigfork and Wayfarers Park - the problem with waves & weather will only be worse. Do all the races in Bigfork Harbor and make them all 200 meter
Some kind of dog area. People travel with their dogs and it's not safe when it's hot outside. Most dog owners clean up after and are on leash.
Someone on the committee needs a better relationship and more influence with Mother Nature ;-). You might offer an official photographer to get a good picture of each team
Start with 500m course, run more boats so that there is little wasted time between races, start festival earlier in the day. Most importantly - have a CLEAR plan upfront
Stay in Lakeside
Stay involved and don't let event die. Great for community and businesses.
swag for entrants

Thanks you!

Thanks!

The schedule changes need to be better announced and the possibility of schedule changes made VERY public to teams LONG before the day of the event.

The weather obviously is not within your control however would have been possible to change the direction of the race (into the beach) once the wind picked up?

They seemed to have a hic-up with folks to steer this year. It is usually very seamless getting in and off the docks.

Use east side of the lake

We would suggest having the kids race first thing in the morning on Sunday - the kids would have to be signed up by Saturday afternoon