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Spartan Race 2015

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2015 Spartan Race Survey Kit Visitor Study

Bigfork, Montana

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Spartan Race

2015

Bigfork, Montana

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Case Study Report 2015-6

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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 2015 Spartan Race. Paper surveys on site were completed by 423 attendees and/or participants of the event. Results show that 53% of respondents were registered participants of the event while 47% were spectators. Residents of Montana made up 48% of the respondents and of those Montana residents, 39% were from Flathead County. Out-of-county respondents spent an average of 3.43 nights away from home. Of those nights, an average of 3.41 nights were in Montana and 1.30 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 \$159,278.00 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 2015 Spartan Race attracted out-of-county Montana residents (29%) and out-of-state (52%) 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.

- 96% of visitors who reside outside of Flathead County spent at least one night away from home.
- 44% 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 (\$55,200.00), restaurant/bar (\$40,340.00), and gasoline (\$22,903.00) than other spending categories.
- 64% of respondents reported staying in a hotel/motel/b&b/rental home, followed by 15% staying in the home of a friend or relative and 10% staying in a rental cabin/home.
- Attendees were mostly travelling with family and friends (37%) or with immediate family (22%). The average travel group size was 3.35 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 25-34 years old (57%), 35-44 years old (40%), 18-24 years old (25%), and 45-54 (24%).
- Attendees heard about the event mostly from the word of mouth (68%), social media (20%), the event website (15%), email from the event planners (8%), and Television (7%).
- Overall, attendees of the event were satisfied with most aspects of the Spartan Race. The cost of the event was the thing participants and attendees were most dissatisfied with; however, 86% 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 2015 were non-residents with 52% 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, location of the event, concessions available, other aspects of the event, 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 9, 2015, the Kalispell Convention and Visitor Bureau sponsored a Spartan Race located at Averill's Flathead Lake Lodge. This was the second 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 2015 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 423 valid responses to the residence questions, 48 percent (202 people) were from Montana and 52 percent (221 people) were from out-of-state, Canada, or another country (see Tables 1 and 2). Twenty-one U.S. states and four Canadian provinces were represented. Of all Montana respondents, 39 percent (79 people) were from Flathead County while 61 percent (123 people) were from other Montana counties.

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Flathead County	79	19%
Other MT County	123	29%
Montana=202		
U.S. State	154	37%
International, Canada	60	14%
International, Overseas	2	<1%
Total all Residences	418	

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

Residence	# of respondents
Idaho	52
Alberta, Canada	44
Washington	34
California	11
North Dakota	10
Wyoming	10
Canada (not-specified)	8
Oregon	7
Utah	7
Colorado	4
Saskatchewan, Canada	4
Arizona	3
British Columbia, Canada	3
Massachusetts	3
Louisiana	2
Nevada	2
Colombia, South America	1
Connecticut	1
Florida	1
Kansas	1
Maryland	1
Michigan	1
Minnesota	1
New Jersey	1
New York	1
Nova Scotia, Canada	1
Saudi Arabia	1
Texas	1

The mean age of respondents was 39 years old. Of those who were from outside Flathead County and responded to the survey, 96 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (38 percent) spent two nights in Montana. The mean number of nights spent in Kalispell was 1.30 nights. The mean number of nights spent in other Flathead Valley locations was less than one night. 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 \$159,278.00.

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	\$269.27 (n=205)	60%	\$55,200.00
Restaurant/bar	\$162.66 (n=248)	72%	\$40,340.00
Gasoline	\$94.25 (n=243)	71%	\$22,903.00
Retail goods	\$158.76 (n=112)	33%	\$17,781.00
Groceries/snacks	\$71.28 (n=178)	52%	\$12,688.00
Entertainment/recreation	\$112.52 (n=64)	19%	\$7,201.00
Auto rental	\$191.11 (n=9)	3%	\$1,720.00
Campground	\$76.54 (n=13)	4%	\$995.00
Local transportation	\$34.62 (n=13)	4%	\$450.00
		TOTAL	\$159,278.00

Appendix A- Results

Q1. Are you a registered participant of the Spartan Race? n=423

53% Yes (Skip to Q2.) 47% No

Q2. Are you a resident of Montana? n=423

48% Yes 52% No (skip to Q4.)

Q3. Do you reside in Flathead County? n=221

39% Yes (skip to Q14. on back) 61% 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=340

44% Yes 56% No

Q6. Was attending this event your primary reason for being in the area? n=336

96% Yes 4% No

Q7. For what other reasons are you visiting the area? (Check all that apply.) n=240

36% Vacation/recreation/pleasure 4% Just passing through 1% Business/convention/meeting
17% Visiting friends/relatives 6% Shopping

Q8. For this event, how many nights did you spend away from home? n=339, mean=3.43

4% 0 (skip to Q.12)	20% 1	25% 3	3% 5	1% 7	0% 9
	36% 2	9% 4	1% 6	1% 8	1% 10 or more

Q9. How many of those nights were in Montana? n=319, mean=3.41

0% 0	38% 2	11% 4	1% 6	<1% 8	1% 10 or more
22% 1	25% 3	1% 5	<1% 7	0% 9	

Q10. Of your nights in Montana, how many did you stay in Kalispell? n=306, mean=1.30

39% 0	23% 2	6% 4	<1% 6	0% 8	0% 10 or more
19% 1	12% 3	1% 5	0% 7	0% 9	

Q10a. Of your nights in Montana, how many did you stay in other Flathead Valley locations? n=304, mean=0.97

55% 0	18% 2	3% 4	0% 6	0% 8	0% 10 or more
12% 1	12% 3	<1% 5	0% 7	0% 9	

Q11. In what type of accommodation(s) did you stay in Kalispell or the Flathead Valley? (Check all that apply.) n=298

64% Hotel/motel/B&B	6% Private campground	2% Resort/condominium
10% Rental cabin/home	15% Home of friend/relative	1% Guest ranch
2% Public land camping	1% 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=328; mean = 3.35

12% 1	16% 3	9% 5	3% 7	1% 9	2% more than 10
36% 2	13% 4	6% 6	2% 8	<1% 10	

Q14. What option best describes the group with whom you attended this event? n=416

5% Self	22% Immediate family	37% Family/friends	1% Business associates
17% Couple	3% Extended family	12% Friends	3% Organized group/club

Q15. Please select all the ages represented in your group: n=416 for each age category

10% 0-5 yrs.	13% 11-17 yrs.	57% 25-34 yrs.	24% 45-54 yrs.	5% 65-74 yrs.
11% 6-10 yrs.	25% 18-24 yrs.	40% 35-44 yrs.	17% 55-64 yrs.	1% 75 and over

Q16. What best describes your annual household income? (In US dollars) n=400

5% Less than \$20,000	20% \$60,000 to \$79,999	7% \$150,000 to \$199,999
13% \$20,000 to \$39,999	16% \$80,000 to \$99,999	4% \$200,000 and over
17% \$40,000 to \$59,999	18% \$100,000 to \$149,999	

Q17. How long before this event did you make plans to attend? n=407

3% The day of the event	14% 1-4 weeks before the event	27% Over 6 months before the event
9% 1-7 days before the event	48% 1-6 months before the event	

Q18. How did you hear about the Spartan Race? (Check all that apply.) n=412 per selection

68% Word of mouth	2% Posters	6% Group or club	20% Social media
5% Newspaper	2% Magazine	<1% Retail outlet	4% Other website
4% Radio	0% Direct Mail	1% Flyer	
7% Television	8% E-mail from event planners	15% Event website	

Q19. Please rate your satisfaction with the Spartan Race:

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A	Mean	Total respondents
Organization of the event	<1%	1%	2%	21%	76%	0%	4.72	n=417
Event staff	<1%	1%	1%	22%	76%	0%	4.73	n=414
Cost of the event	2%	7%	16%	27%	48%	1%	4.15	n=409
Location of the event	<1%	0%	3%	21%	75%	1%	4.73	n=415
Concessions available	1%	1%	8%	28%	58%	4%	4.53	n=417
Number of people at the event	<1%	<1%	4%	26%	69%	1%	4.66	n=417
Parking	1%	2%	11%	24%	62%	1%	4.47	n=417
Sound system	<1%	1%	10%	24%	65%	1%	4.54	n=418
Variety of activities	1%	1%	7%	29%	62%	1%	4.55	n=418
Signage/directions	1%	2%	6%	25%	66%	0%	4.54	n=419
Cleanliness	1%	1%	3%	28%	68%	<1%	4.63	n=418
Availability of restrooms	1%	4%	10%	26%	57%	2%	4.42	n=416

Q20. What is your age? Range=18-76, mean=39.22

Q21. What is your gender? n=418

52% Male 48% Female

Q22. When might you come to the Spartan Race again? n=413

86% Next Year 13% 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

Everything
Everything :)
Everything and the mud!
Everything- kid friendly
Everything- location.
Everything- the camaraderie of participants, and the fun atmosphere.
Everything- the people, aesthetics, etc. AMAZING
Everything- the staff are amazing!
Everything!
Everything! Challenge people!
Everything, competition, camaraderie.
Everything, obstacles challenge people.
Everything/hospitality was exceptional.
Excitement, people, new adventures.
Excitement, unique
Family
Family accommodating.
Family event that gets us out in advance training!
Family friendly, events that all can participate in.
Family fun.
Family orientated.
First year, loved to take it in.
Fitness
Fitness and friends.
Friendly environment and atmosphere.
Friendly people, well organized, fun obstacles.
Friendly people.
Friends
Fun
Fun
Fun atmosphere.
Fun crowd.
Fun energy
Fun event to watch.
Fun to watch.
Fun way to challenge myself.
Fun with friends, challenging!
Fun/challenging environment!
Going to race next year.
Good challenge. Good atmosphere (fun) in surrounding towns too. Fun community events.
Good fun and fun people.
Good fun and sportsmanship.
Good location.
Good organization, just fun!
Good people movement.

Good viewing areas.
Gorgeous location.
Great
Great activity with the family.
Great atmosphere
Great atmosphere
Great challenge, loved the team mentality.
Great course and people.
Great environment
Great environment and people!
Great event
Great event.
Great location and organization.
Great location and well run event.
Great location, but it was really cold.
Great obstacles, great atmosphere and friendly competition.
Great people and atmosphere.
Great people.
Great processing of mass amount of people.
Great to have something that challenges the whole body.
Happy people.
Have not raced yet.
Haven't raced yet- I don't know
Healthy environment for people!
Hot bodies, organized, fun, meet people, exciting.
How everyone is so up-beat.
How they push to work as a team.
I enjoyed the challenge and competing.
I liked that they didn't do the same course as last year.
I love pushing myself to the limit.
I love the competition.
I would say without a doubt that the sole purpose of working out physically for a purpose.
Includes children.
Incredible amount number of participants and their health.
Involvement of families. Exciting and challenging.
It kicked my ass but I liked it!
It pays my salary.
It tests your overall ability!
It was a cool event that was great to watch.
It was very entertaining...
It was very organized.
It's a challenge and the fellow Spartans are great.
It's a good event.
It's a great event to do with friends and family.
It's a lot of fun.
It's a race.

It's awesome
It's nice to watch and relaxing.
Just starting! Organization is great.
Just starting.
Keeps my husband in shape.
Kids race has amazing obstacles his year!
Loads of happy people being weird together!
Location
Location
Location
Location
Location of the event itself and the people.
Location- people- good energy and community.
Location terrain.
Location, atmosphere.
Location, music, concession
Location, weather, terrain.
Location. Access. Price. Variety. (1st time ever!)
Location. Outdoor recreation!
Lots of friendly helpful staff and volunteers.
Love it.
Love it. The wristbands are very light. They don't slow me down!
Love the better organization this year.
Love the spirit- love the challenge and the friendships.
Loved it all.
Loved it.
Loved the beast and the area.
Loved the location.
Medals, online videos motivated me, obstacles, and the culture.
Mountain man
My brother.
My first race, ready for the event.
My husband loves it.
My son is in it.
Obstacle
Obstacle watching, kids race.
Obstacles
Obstacles
Obstacles
Obstacles and the kid part.
Obstacles.
Obstacles/ lots of venues
Organization
Organization of it!
Organization of race, concessions, parking venues
Organization, family oriented, sportsmanship.

Organization, flow of traffic (people and cars) great weather, beautiful location.
Organization, signage.
Organization, support.
Organized
Organized!
Organized!!
Outdoor fitness.
Outdoor fun.
Outdoor venue was amazing. Staff was friendly, organized, happy people. Challenging.
Outgoing people.
Outside and a nice family event.
Overall challenge, difficulty.
Overall event was great.
Overall good.
People
People and excitement.
People are nice. Volunteers busing people in, signage.
People watching- variety of entrants.
People watching.
People, excitement.
People, volunteers, scenery, event ops.
Physical/mental challenge, social atmosphere
Race
Ready to rock
Relaxing and watching my son race.
Restroom availability.
Running/obstacles/beer!!!
So challenging.
Something new. Meeting new people, testing myself.
Something to do.
Something to look forward to watching my brother test himself.
Spectator- obstacles- looks great.
Spectator/ lots of yoga pants.
Spectators, changing race.
Spirit and event excitement
Spirit of camaraderie.
Starting today
Sunshine.
Super unique and fun!
Support, camaraderie.
Supporting participants.
Team
Team work and the challenge.
Team work.
The event and spectating.
That my sons participated.

The action photography.
The athletes.
The atmosphere
The atmosphere and enthusiasm that each individual brings.
The atmosphere!! (people and activities)
The atmosphere.
The atmosphere.
The beast race.
The beer tickets.
The beer.
The beer.
The best ever!
The challenge
The challenge of the obstacles, fun and the enthusiasm of the staff.
The challenge.
The challenge.
The challenge.
The challenge.
The challenge.
The challenge.
The communication with family and friends.
The community
The community of people.
The end :)
The energy and good spirit of all attending.
The environment and the location.
The environment, challenge, and people.
The excitement and challenge.
The feeling of accomplishment after!
The fun obstacles.
The fun!
The girls in booty shorts.
The location is amazing.
The obstacles, festival after, music, and the location.
The obstacles.
The organization was wonderful
The outdoor venue and friendly staff.
The people and excitement of the course.
The people are very organized and friendly.
The people.
The race for all.
The race itself and the "community".
The race, challenge, social.
The spectators are awesome.
The sun
The teamwork of all participants and the friendliness of all attending.

The value.
The variety of people, and the atmosphere.
The volunteers are great. Set up is awesome.
The was very organized.
The whole event.
The whole thing.
The willingness of racers to help each other, staff, volunteers and vendors were friendly and helpful.
There are may girls
This year- seeing obstacles of race.
User friendly, accessibility.
Variety of events.
Variety of obstacles and the people!
Venue
Venue, obstacles and culture.
Venue, staff.
Venue/ people.
Very fun for all ages!
Very good race.
Very neat.
Very organized, challenge, and the obstacles.
Very organized, clean.
Very organized, loved the course.
Very physical, challenging, atmosphere and location.
Very pleased that concession have realistic prices!
Very well organized, Friendly staff.
Very well organized, location.
Very well organized.
Very well organized.
Very well organized. Great music.
Very well organized. Nice to be able to watch various events.
Volunteering
Volunteering.
Volunteers
Volunteers
Watching
Watching competition.
Watching my friends struggle with the obstacles.
Watching my husband turn 50 and make it.
Weather
Weather.
Well managed. Fun. Good venue.
Well organized
Well organized and clean.
Well organized, enthusiasm.
Well organized, fun.

Well organized, helpful and friendly staff.
Well organized.
Where it is at and the people.
Where the event was, was fun.
Yoga pants

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

\$25 spectator fee even though I am racing the next day.
25 dollar entree fee for spectators even though in Sunday's event.
All the mountains.
Availability of restrooms.
Bathrooms
Bathrooms- wish they were spread out.
Being a spectator and not a racer.
Bucket carry
Burpees
Burpees.
Calf cramps and the bucket haul.
Can be crowed but still fun.
Can't bring food or drinks.
Can't think of anything.
Can't think of anything.
Can't think of anything.
Challenge
Challenge
Cleanliness of bathroom
Cold
Cold
Cold
Cold start. Percentage of bushwhacking.
Cold watching.
Cold water.
Concern about all the white tabs from wrist bands.
Cost
Cost
Cost
Cost
Cost for spectators is too much- especially if you are racing the next day.
Cost- little too expensive to spectate and participate.
Cost- so now we volunteer.
Cost to run day of and kids sign-up online closing on Friday.
Cost!
Cost!

Cost.
Cost.
Cost/benefits ratio.
Could vary the look of signage so it's easier to find things.
Couldn't see most of the beast.
Difficult for my wife to get to the event- difficulty walking.
Distance from my house.
Distance from my house.
Distance from Spokane.
Distance I traveled to get here.
Door prizes/ throw away gifts. Prizes for spectators.
Dusty
Event was the best Spartan race we have been to.
Every turn is more money.
Exhausting
Expensive
Expensive for spectators.
Expensive registration.
Fees for switching from sprint to beast race (had to pay insurance twice).
First time nothing to complain about.
Foe the best the said 12-13 miles and at mile 13 they said it was still 2 miles. It was depressing.
Food selection
Getting through pay, entering, filling out form.
Good atmosphere
Hills!
How the results are posted.
I liked it all.
I loved everything about it, no complaint.
I want it in Bozeman, MT.
I was injured prior to running. Paying for parking.
I work too much.
Info was misleading for the Friday event.
Interesting activities.
Intimidating
It was a bit expensive.
It was all fine.
It was hard :(
It's very cold.
Lack of parking close to the event.
Lack of water and showers.
Like it all, forgot finisher shirt.
Liked everything
Liked everything.
Liked everything.
Liked it a lot.
Limited spectator visibility.

Lines
Lines at the bathroom.
Long waits
Lots of people
Loved it all.
Maybe more water stations. The shirts are not here! :(
Money
More bathrooms spread out.
More food vendors.
More garbage cans.
More places for restrooms.
More races closer to MT.
More seating/viewing area for spectators.
Need more free water stations.
Need more signs for spectator direction.
No complaints.
No hand wash stations at washrooms or spread out washrooms.
No more other's day weekends!
No music!
No shirt.
No super
No t-shirts yet (finisher ones)
Nothing
none
None
none
None
none
none
Not a thing was wrong.
Not a thing.
Not able to see the out laying areas, confined as a spectator to a small area, paid a lot to be restricted.
Not being able to find him.
Not enough mud and water.
Not enough potties.
Not enough water stations for runners!
Not good garbage accommodation.
Not here long enough.
Not many water stations.
Not muddy enough.
nothing
nothing
Nothing
Nothing
Nothing

Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
nothing
Nothing
Nothing
Nothing
Nothing
nothing
Nothing
Nothing
Nothing
nothing
Nothing at all.
Nothing everything is good.
Nothing- porta-potties and more parking
Nothing so far.
Nothing- too expensive, the merchandise is a little spendy. Pay for spectators.
Nothing yet.
Nothing yet.
Nothing yet.
Nothing!
Nothing!
Nothing!
Nothing!
Nothing! Everything is fun and exciting, it's never the same course and that's great!
Nothing, for far it seems great.
Nothing, it rocks!
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Noting
Off-site parking.
Pain
pain
Parking
Parking
Parking and having to take a shuttle. Cost for parking and spectators.
Parking is far away from the actual event.
Parking is too far away.

Parking lot
Parking sucks- parked by road and walking in while buses and dust etc. swallow us whole. (there should be a separate entrance for walkers)
Parking.
Paying to spectate.
Poor announcing of leave times.
Poor signage on mile 13-14
Poorly staffed, unbelievable for the fees. Also it was filthy and poorly organized! By noon you were calling for 30 volunteers! OMG!
Port-potty, as in lack of toilet paper even before the 10 am.
Poss. the charge for spectators
Price of admission
Price of everything.
Price of spectator visit.
Prices for spectating.
Prices.
Quads cramped up.
Restroom odder.
Restrooms got full.
Restrooms- not enough. No on-site parking.
Restrooms not spaced out.
Rings were slick on different horses
Rock bucket
Seating
Seating.
Signs could have been bigger.
Single-file trails and start could be better organized.
Spectator cost too high, one in Orlando no fee for spectators.
Starting today
Terrain is tough.
The [running].
The challenge
The cost.
The directions online as to what was going to happen the day of the event.
The dirt
The hills!
The hills, lol.
The hills.
The last mile was agonizing.
The line at the bathrooms.
The pain.
The price.
The water pits- haha.
Too expensive.
Too far of a walk to restrooms.
Too many annoying people in the Hurricane heat.

Too many people.
Took too long.
Training
Trying to buy Spartan (Reebok) all terrain shoes in Canada only a few Reebok stores or online could I get them.
Two places where it was not clear where to go. Many people had this happen. Completely unacceptable for the cost of this race.
Unclear signage about what events were in what order. Maps not always near by
Very difficult to get photos/official photos of self.
View of races.
Viewing of the event.
Water at all stations.
Would be nice to see a few more events.

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

2 sets of restrooms on-site.
A better map for the start and finish.
A few separate restrooms areas (not all located in one group).
A little more trail.
A Montana super would be awesome!
A super.
All is very smooth.
Allow spectators to go further, after all they do sign a waiver!
Announce event to local restaurants.
Avenue with more parking?
Awesome event.
Bathrooms more spread out.
Bathrooms need to be more spread out!
Better bathrooms.
Better communication with staff and volunteers.
Better directions and instructions for participants online and at the event.
Better introductions and signs to locate activities.
Better parking.
Better parking/more concessions.
Better signs for vehicles.
Better spectator paths.
Better trail marking.
Board with the race course.
Campfire for morning group. It was reallllly cold.
Can't think of any.
Can't think of anything.
Cheaper
Cheaper!
Closer parking or prep off available!

Closer parking.
Concessions
Confusion with online ticket purchase.
Continue expanding sprint-super-beast-kids.
Could be warmer.
Could use clearer markings on course- warmer water for hose shower station.
Directions and email correspondence need to be accurate.
Do it again.
Don't know.
Easier for seniors to get tot eh event form the buses.
Email communications Re: event location (specific), including directions to get to the event.
Everything was done well!
Everything was wonderful.
Fantastic!!
Fine
Fine with what you have.
Finisher shirts aren't here, very dissatisfied.
For spectators, have package at register with a map, drink tickets, etc. Would love more benefits for spectators or lower price.
Free bag check.
Free burger.
Free for spectators. Add music and more potties. Gift bag for spectators.
Free to spectators
Get rid of the spectator fee for participants.
Great
Great!
Handicap parking.
Have a giant (licensed) after party venue in the evening.
Have a super Spartan race.
Have the super.
Healthier food/snacks
I love it! Just bring in more types of food!
In more cities in Canada.
It was awesome!
It was great.
It's awesome!
Keep coming to MT.
Keep coming to MT. A stretch area with calf stretches, foam rollers etc. -Message sticks.
Keep 'em coming :)
Keep evolving the events.
Keep expanding in different locations.
Keep going!
Keep it the same.
Keep it up!
Keep it!
Keep offering it!

Keep up the good work.
Keep up the great work
Less money
Less money.
Let kids 10 and over spectate for fee
Location of trash cans- need more and recycling.
Lose the spear throw.
Louder music.
Loved it
Lower fees.
Lower the cost, have more food and drinks.
Make it cheaper.
Make more spectator friendly.
Map, gift bags, music for all of the course.
Maps for spectators.
Maps or better signage for spectators to find where to go next obstacle.
Maybe a few bathrooms on the trail. Bushed worked this time.
More
More bathrooms closer, and free parking.
More bathrooms.
More benches, picnic tables.
More concessions.
More content on LED boards.
More early food options.
More festival activities.
More food vendors.
More free beer.
More friendly website- Spartan maps
More garbage cans, more local information.
More H2O stations at the end.
More H2O stations throughout the course on beast.
More heats over more days.
More locations for restrooms
More mud and new obstacles.
More music.
More of the same.
More packing closer to area.
More porta-potties at different locations.
More potties.
More promotion.
More schwagg freebies
More side activities.
More toilet paper.
More toilets spread out.
More toilets.
More vendors.

More venues.
More viewing areas for some of the other obstacles.
More water for runners!
More water stations.
More water stations.
More water stops.
Mud for the kids!
Multiple tries on spear throw. 2 tries. Only have to make one.
Need more porta-potties.
No
none
none
NONE
none
none
none
None
None
None
None
None
none
none
None
none
None
None
None
none
none
none
None
none
None
None
none
None
None
None as of now.
None as of now.
None comes to mind at the moment.
None it is great :) More picnic tables.
None needed!
None so far.
None was a good time
none- well done

None!
None, it's all awesome!
None.
None.
None.
None. It has been great.
nothing
nothing
Nothing
Nothing
nothing
Nothing
nothing
Nothing so far, seems great.
Nothing so far.
Nothing, keep on rocking.
Nothing.
Nothing.
Nothing. Keep up the great work!
Nothing keep up the good work!
Parking
Parking and admittance fee. Water station on grounds not course.
Parking and Spartan webpage not friendly.
Parking closer to the event, gift bag with info about local restaurants.
Parking closer!
Parking lot, far away from the race.
Parking.
Parking.
Pay your staff/clean the restrooms and allow more vendors.
Perhaps a few chairs for those who are older.
Play area for kids.
Porta-potty at water course station!
Pre-race packet pick-up day before.
Price
Put # of the obstacle on it- or hand out maps.
Recliners for spectators.
Restroom by check-in.
Restroom odder.
Restrooms at the beginning and end.
Restrooms near entrance.
Rock wall.
Seating
Signage- gate access was unclear.
Spartan webpage.
Spread out the restrooms so they're not all in one location.
Spread out port-a-potties.

Spread out the bathrooms, implement more water stations and food/snacks throughout beast.
Starting today
Stay as is.
Structure of [timing]
Tables/chairs for food booths.
Tailgating option.
Tell NBC to be more organized so they don't hold up the open heats.
The event shouldn't be on mothers day weekend.
Time board at the end that shows the start and finish time of each racer. (start at 9:15-- finishes at...)
Transportation for physically challenged.
Viewing.
Warm water for showers!
Warmer
Warmer :)
Washrooms by the entrance.
Water stations
Way to track racers on the course so we can plan for photos and not miss them. Porta-potties distributed- harder for older people to go from one end to the other.
Website/Spartan
Wonderful!