

TOUGH MUDDER GULF COAST

POST EVENT REPORT

APRIL 2016



TOUGH MUDDER GULF COAST

Context

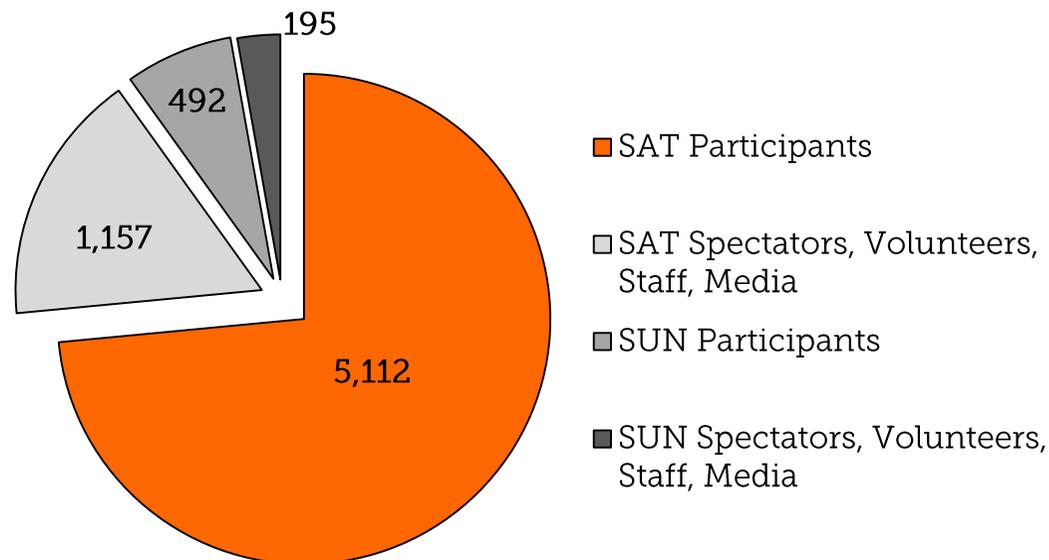
Tough Mudder held an event at Ates Ranch for the second time on Saturday, April 9, 2016 and Sunday, April 10, 2016. This report outlines the demographics and travel behavior of TM Gulf Coast 2016 participants.

Data Collection

Tough Mudder conducted two surveys after the TM Gulf Coast 2016 event.

1. A post-event survey was sent to all participants immediately after the event asking general questions related to customer satisfaction, obstacle innovation and participant demographics.
2. A second survey was sent to participants who had completed the post-event survey, asking questions around travel behavior, daily expenditures and specific questions around participant experience in the community. This survey had a 48% response rate based on the sample size of active participants.

Venue:
Ates Ranch
5700 Jeff Ates Road
Milton, FL 32583



Dates:
April 9, 2016
April 10, 2016

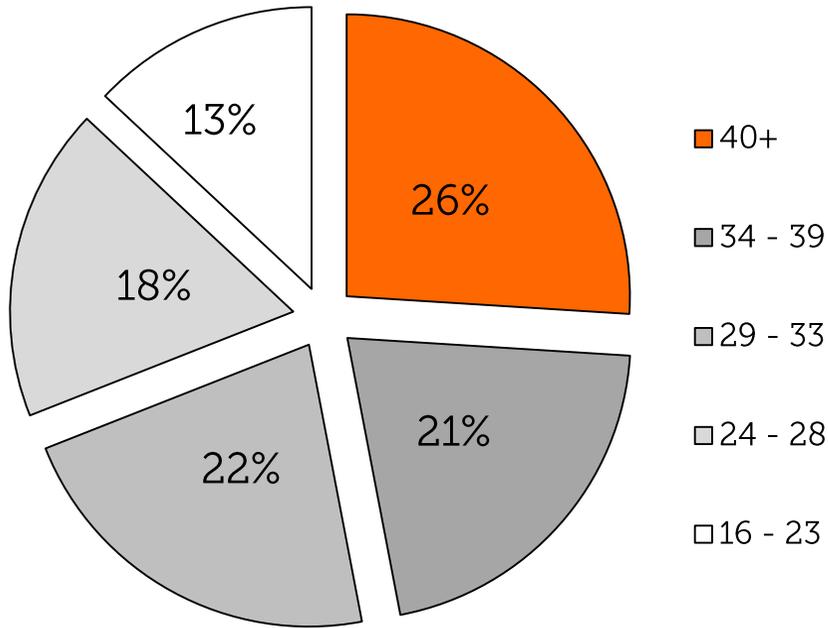
Total Event Attendance: 6,956

DEMOGRAPHICS

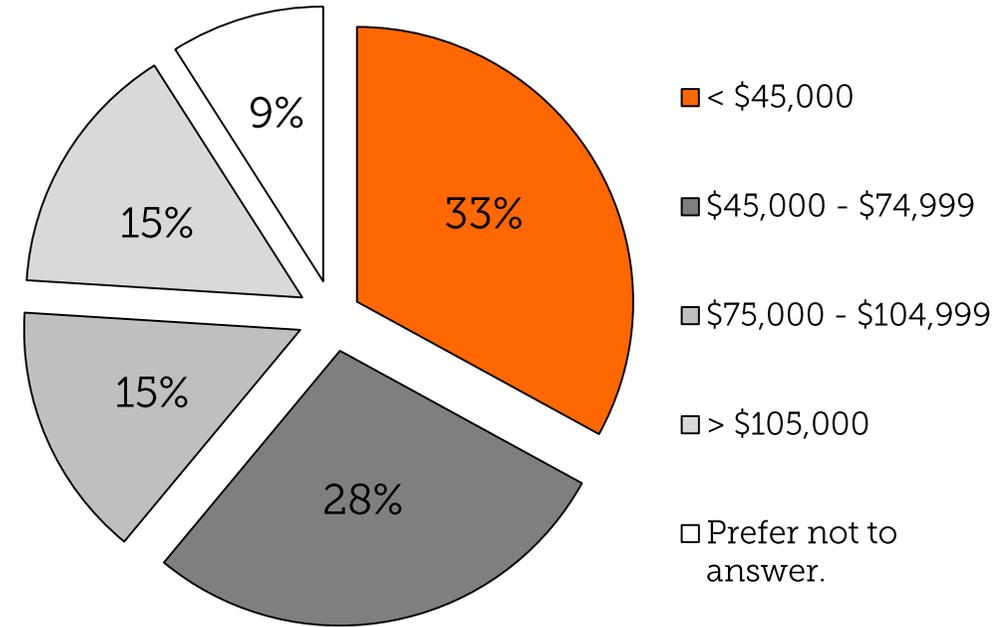
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74% of TM Gulf Coast participants are under 40, and at least 30% earn over \$75K per year.

TM Gulf Coast participants were 61% male and 39% female.



Participant Age



Participant Income

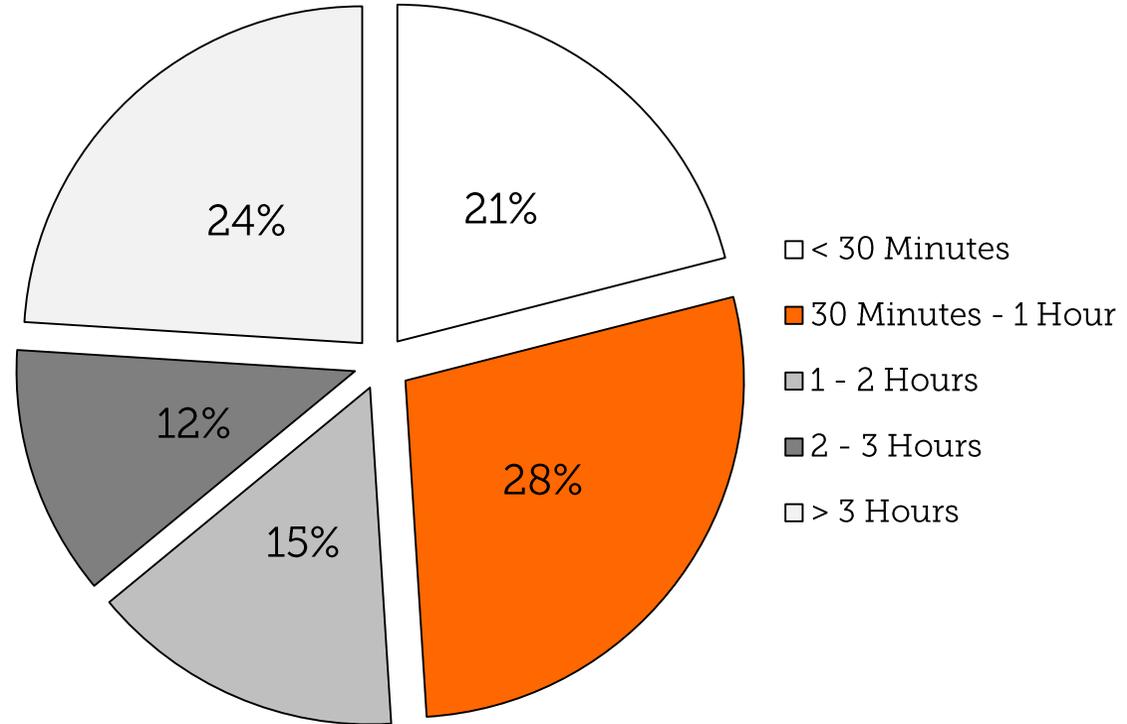
TOUGH MUDDER GULF COAST

Over **37%** of visitors had never traveled to Santa Rosa County, Florida before the Tough Mudder Gulf Coast 2016 event.

93% of visitors said they are likely to return to Santa Rosa County, Florida for a Tough Mudder event in 2017.

65% of visitors are likely to return to Santa Rosa County, Florida within the next year for a non-Tough Mudder purpose based on their experience at Tough Mudder Gulf Coast 2016.

Over **35%** of participants traveled over two hours to attend the event.



Participant Travel Distance

OVERNIGHT STAYS

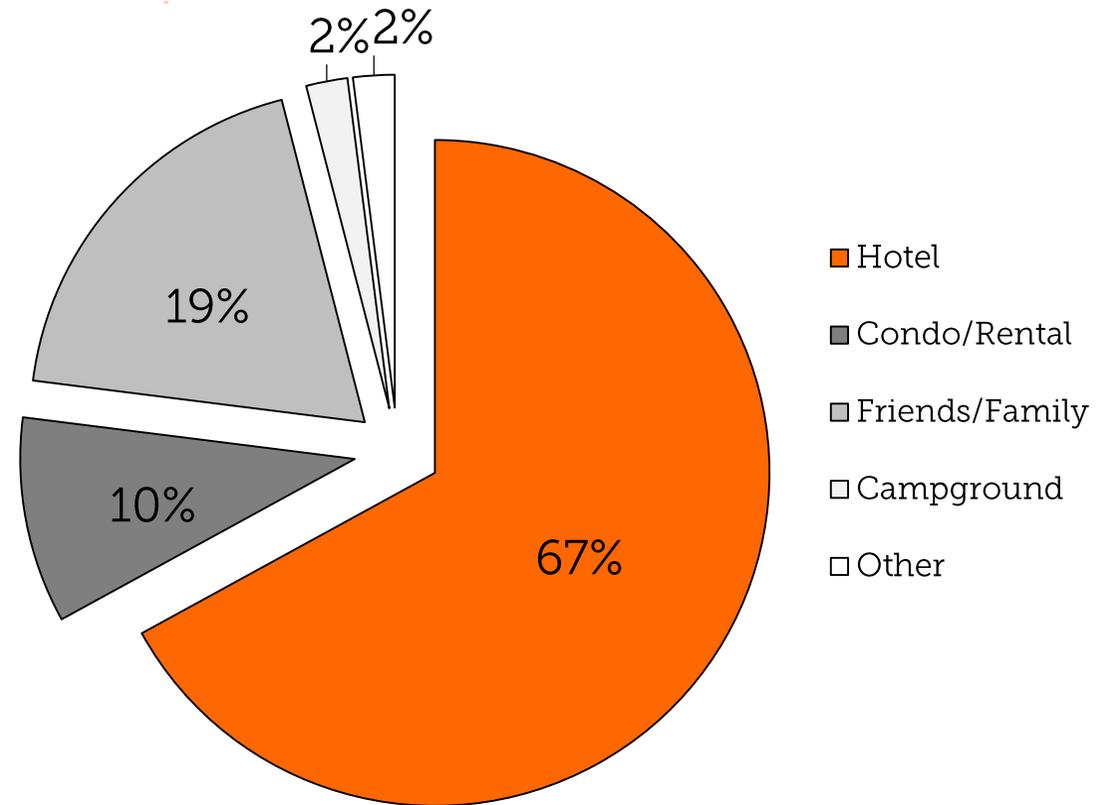
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87% of participants were visitors to **Santa Rosa County**, Florida.

37% of participants stayed overnight. The average length of stay was **1.98** nights.

The average number of hotel rooms per night for overnight visitors was **1.47** rooms.

Average travel party size was **4.2** people. **32%** of survey respondents reported traveling with over **5** people.



Participant Accommodations

PRE-EVENT PARTY

TOUGH MUDDER GULF COAST

FRIDAY PRE-PARTY

Don't miss out on the Official Pre-Party of Tough Mudder Gulf Coast located at Club Pagoda at **JUANA'S PAGODAS** on Friday April 8th from 5-9pm. 1451 Navarre Beach Cswy, Navarre Beach, Florida [GOOGLE MAPS](#)

Show your Info Packet at the door for Tough Mudder specials:

Free appetizers included

10% off food items

\$2.25 draft beers

\$4.00 well drinks

Don't miss out on the live music and beach views!



Tough Mudder Gulf Coast Official Event Page

Tough Mudder hosted a pre-event party at Juana's Pagoda, located in Navarre, Florida.

The party featured complimentary appetizers and discounted beverage specials for Tough Mudder Gulf Coast 2016 participants.

PRE-EVENT PARTY - FRI. APRIL 8TH

Juana's Pagoda
1451 Navarre Beach Causeway
Navarre, FL 32566
5:00 to 9:00 pm

Join us for our Official Pre-Party before the event at [Navarre Beach's Juana's Pagoda](#). Meet some fellow Mudders and enjoy some food and drink before the big day.

Show this email to receive an armband allowing 10% off any food items, \$2.25 Domestic Draft Beer, \$4 Well Drinks, and Free Appetizers.

Tough Mudder Gulf Coast Official Info Pack



TOUGH MUDDER GULF COAST

APRIL 9 & 10, 2016
TOUGH MUDDER
GULF COAST
 MERRELL

Ates Ranch
 6110 Jeff Ates Road
 32583 Milton, FL
 United States
 Florida US
[GOOGLE MAPS](#)

Travel Time
 Tallahassee: 2 hr., 30 min
 Mobile, AL: 1 hr., 15 min
 Montgomery, AL: 2 hr., 30 min

OVERVIEW TEAMS PRICING ESSENTIALS SPECTATORS EVENT DAY

EVENT OVERVIEW

SAME AWESOME VENUE, NEW COURSE
 Soak in the Florida sun as you run through the hills of Santa Rosa County. With rocky terrain and red clay trails (and only 30 minutes from the crystal clear waters and sugar white sand of Navarre Beach!), **Tough Mudder Gulf Coast Presented by Merrell** is the grueling challenge you've been searching for.

10 -12 MILES, 20+ OBSTACLES
 Featuring a mix of old classics and brand-new 2016 obstacles, start prepping now if you plan on making it to the finish line on this course.

Tough Mudder Gulf Coast Official Event Page

GULF COAST LODGING

We've been working with our hotel partners to provide rooms at special rates exclusively for Mudders and their supporters. When you book a room through one of our hotel partners, you'll get to stay with other Mudders, be closer to the action and turn an awesome event day into a full weekend experience. Check out the lodging deals in the area, and remember to use the discount code or refer to the Tough Mudder room block to ensure you receive the special Tough Mudder rates.

MILTON INN & SUITES	\$129.00 - \$139.00	+
HAMPTON INN & SUITES NAVARRE	\$129.00 - \$139.00	+
HAMPTON INN & SUITES GULF BREEZE	\$149.00	+
BEST WESTERN NAVARRE WATERFRONT	\$113.39	+
RESORTQUEST BY WYNDHAM VACATION RENTALS	10% Discount	+
HOLIDAY INN EXPRESS & SUITES	Sold Out	+

Tough Mudder Gulf Coast Official Lodging Page

LOCAL SPONSORS



Tough Mudder Gulf Coast Official Event Page

TOUGH MUDDER GULF COAST

Santa Rosa gearing up for Tough Mudder



"Santa Rosa gearing up for Tough Mudder",
Pensacola News Journal

BY RICKI VANN | THURSDAY, APRIL 7TH 2016



"Getting dirty at Tough Mudder this weekend",
ABC 3, weartv.com



(Photo: Jody
Link/GoPensacola.com)

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Sounds of accomplishment, joy, anguish and pain floated across the Ates Family Ranch in East Milton on Saturday.

More than 6,000 people from around the country registered to participate in the two-day Tough Mudder Gulf Coast event, an 11-mile mud run with more than 20 large-scale obstacles incorporated into the course.

First timers and experienced "mudders" alike experienced the freezing ice baths, barbed wire and water crawls, flaming ladders and slippery rotating block mud pits.

Last year's Tough Mudder event took place on a single day, bringing 14,000 out-of-county visitors and an approximately \$6.1 million economic impact to Santa Rosa County.

"Thousands rise to Tough Mudder challenge",
Pensacola News Journal

Tough Mudder: Were you tough enough?



Tough Mudder participants Nathan and Zach reflect on the 2016 Milton course and which obstacles were the most difficult. Hana Frenette/hfrenette@pnj.com

"Were you tough enough?",
Pensacola News Journal

TOUGH MUDDER GULF COAST



Geo-targeted advertisements for Tough Mudder Gulf Coast 2016 were placed on Pandora Radio (pandora.com) directing people to the official event and lodging pages. Pandora Radio has over **250,000,000** users.

The campaign delivered over **4,500,000** impressions, with over **13,000** clicks.

Tough Mudder reached over **437,200** unique users within the duration of the campaign.

TOUGH MUDDER GULF COAST



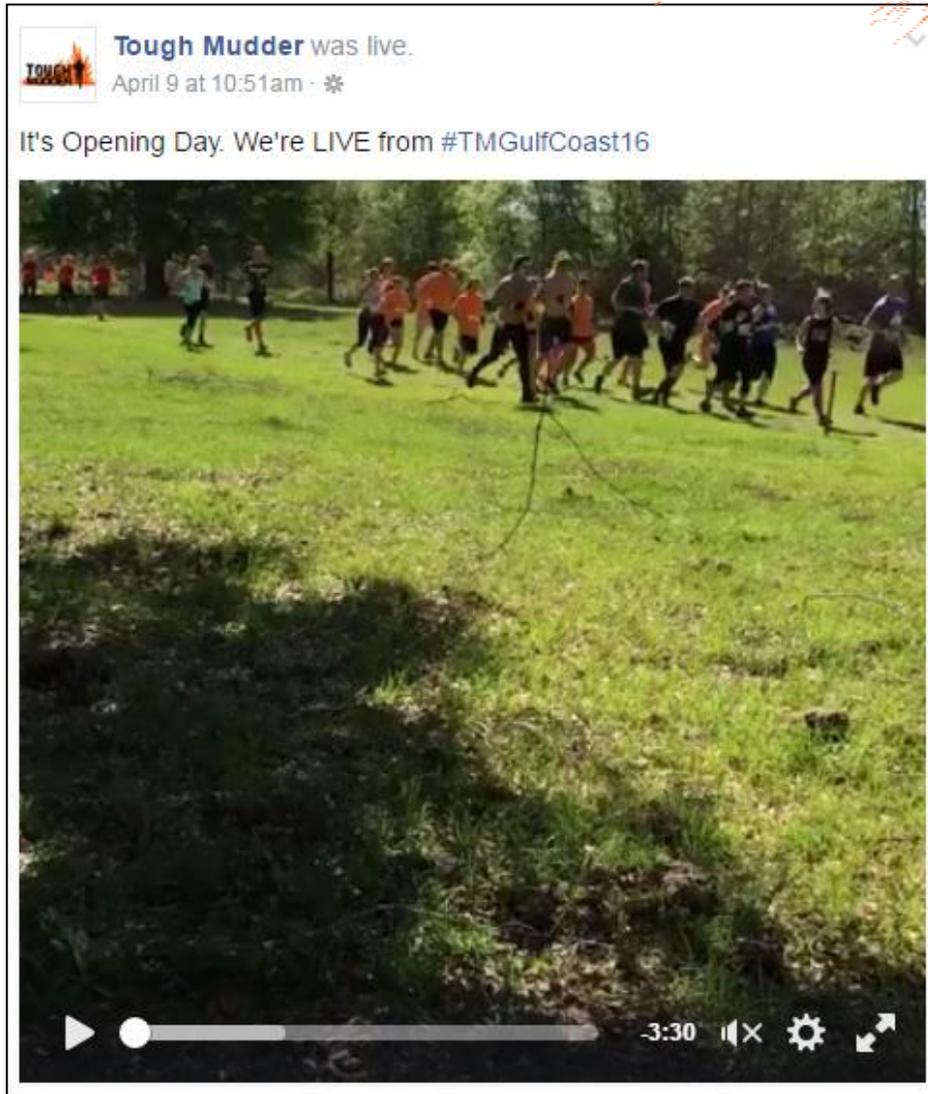
The Tough Mudder global brand has over **4,000,000** likes on Facebook, allowing extended viewership of all shared material.

Tough Mudder's posts reached an average of **3,400,000** unique accounts per week.

Posts surrounding the Tough Mudder Gulf Coast 2016 event on the brand page reached over **800,000** people.

The Tough Mudder Gulf Coast 2016 event page reached over **950,000** people and the event album had over **2,000** likes, comments and shares.

TOUGH MUDDER GULF COAST



Tough Mudder Gulf Coast was the inaugural livestreamed event for the 2016 season. Tough Mudder posted **13** unique videos during this event, live from Ates Ranch.

Total Reach: **7,352,845**

Total Views >30 sec.: **346,420**

Total Interactions: **28,378**

Avg. Engagement Rate: **3.66%**

Top Performing Video: **Blockness
Monster Live**

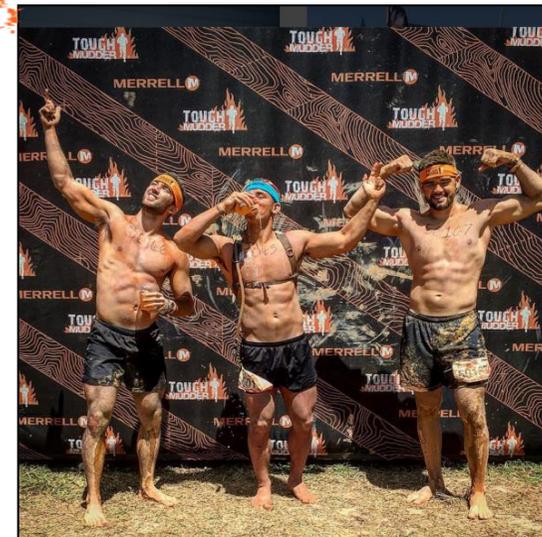
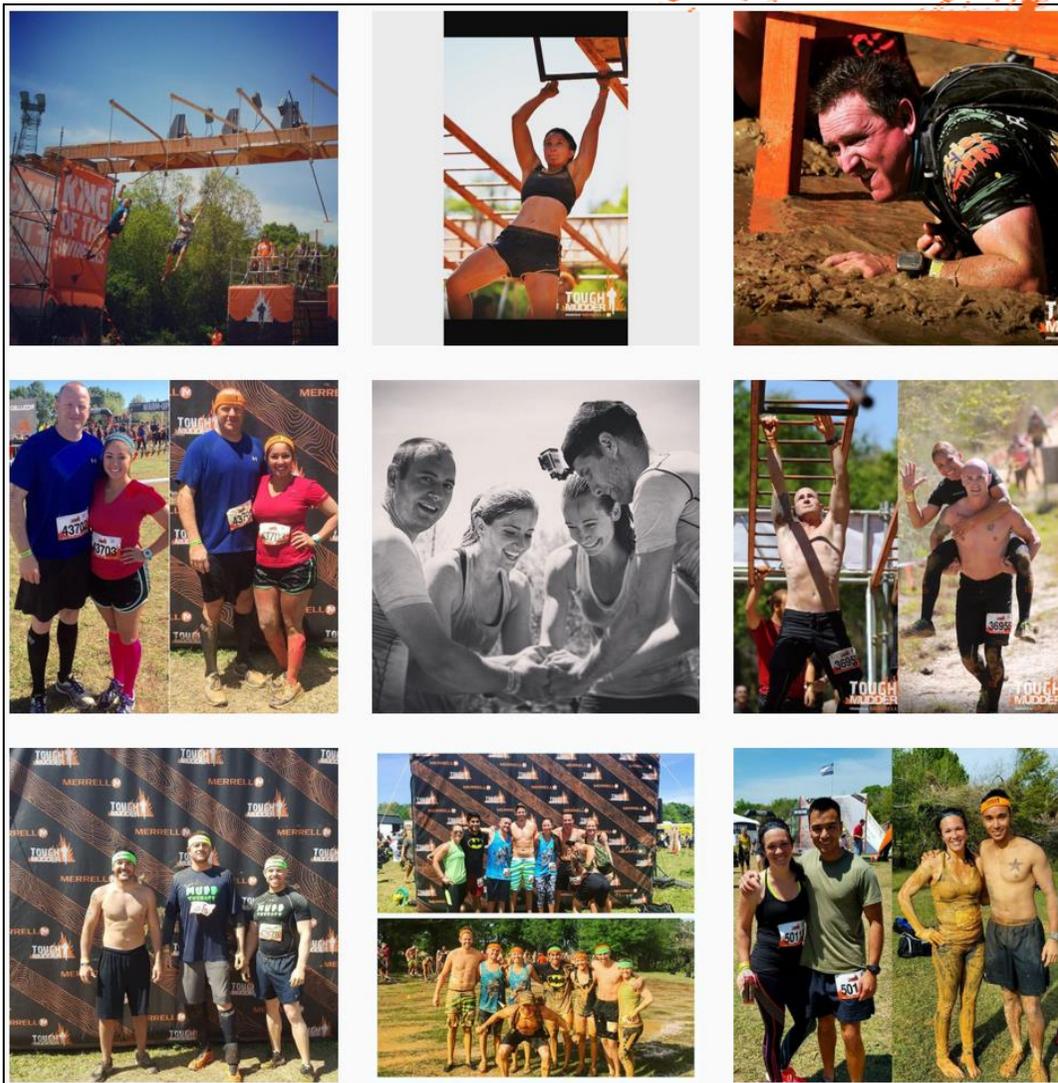
Total Reach: **926,811**

Total Views > 30 sec.: **149,940**

Total Interactions: **8,029**

Engagement Rate: **6%**

TOUGH MUDDER GULF COAST



#toughmuddergulfcoast and affiliated hashtags were tagged over **850** times.

Tough Mudder posted **10** images and videos from this event.

The Tough Mudder global brand has over **150,000** followers on Instagram, allowing extended viewership of all shared material.



TOUGH MUDDER

2016

TOUGH MUDDER
2016

TOUGH MUDDER
PRESENTED BY MERRELL M