



# RALLY SUMMIT





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Sturgis City Manager





# Demographics







# Age of Attendees

Average Age of Attendees

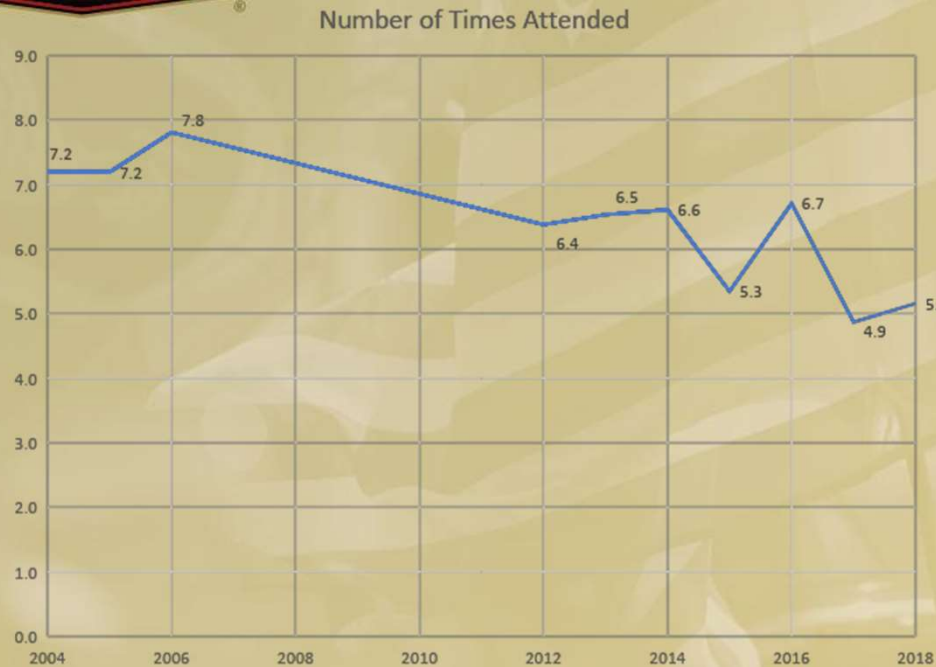


- Average age grew until 75<sup>th</sup>
- Significant reduction in age due to first time attendees
- Must continue to gain new attendees





# Number of Times Attended

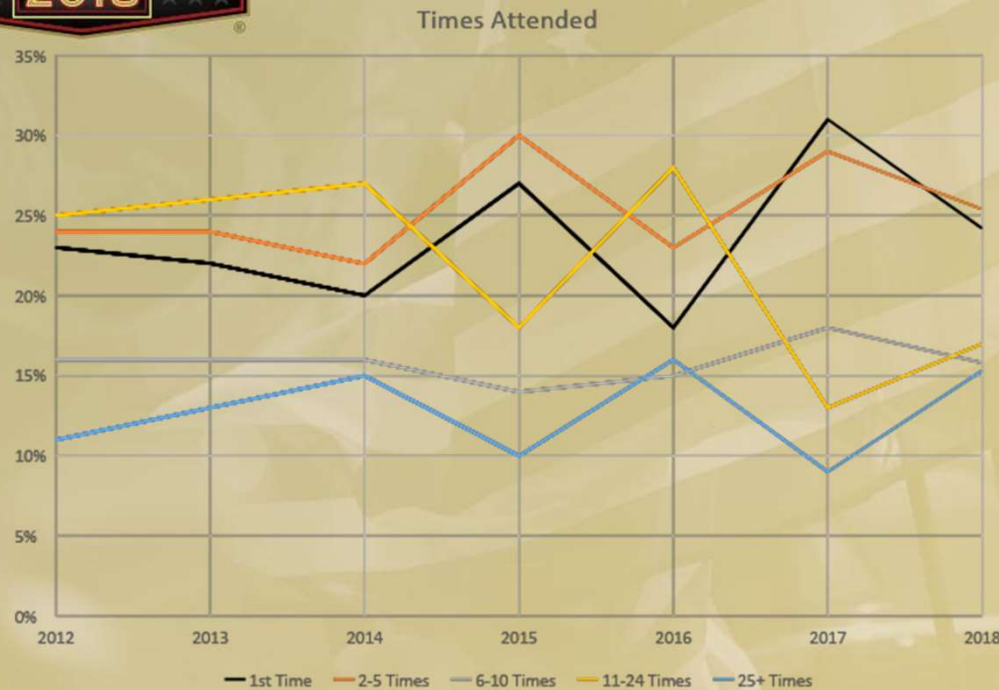


- Significant drop in number of times attended was due to 75<sup>th</sup> Bucket List
- 6.9 times was the average number of times attended (from 2004-2016 except 2015)
- All changed in 2017 with the start of significant advertising





# Number of Times Attended

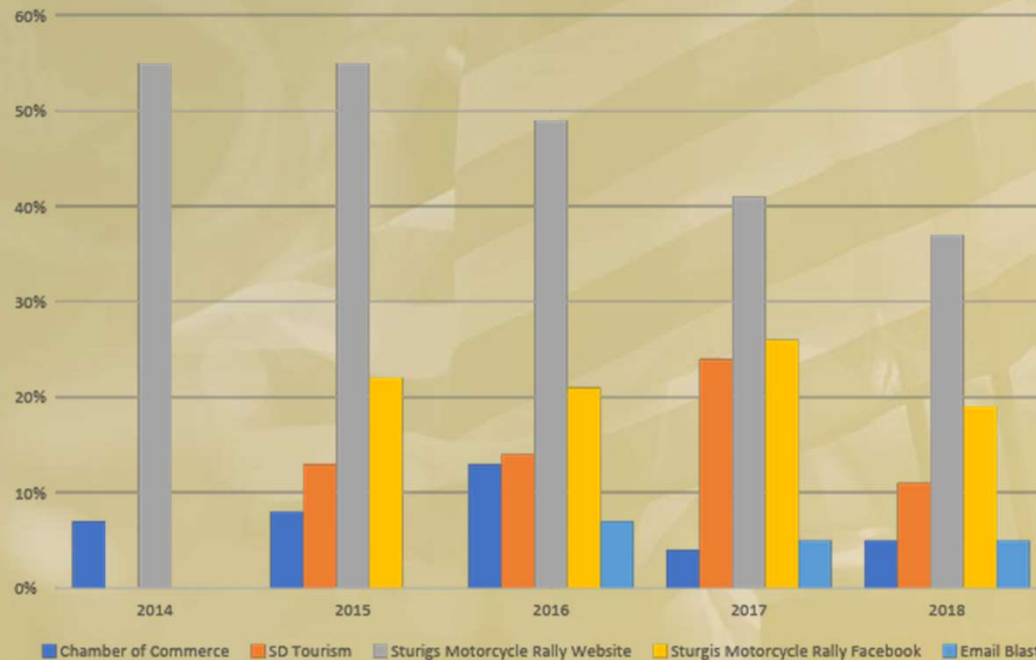


- First time attendees continue to be strong (20% stronger than pre-75<sup>th</sup>)
- Regained legacy attendees (25+)
- New attendees want to return (90%) but are not returning as often





# How attendees find out about Sturgis®?



- Ways people find out continues to broaden
- Sturgis® website is twice as popular
- Second largest is the Sturgis® facebook site







# Residual Value of our Attendees

- 65% of attendees want to return during non-Rally times
  - 321,750 people want to return during non-Rally times. How are we reaching out to them?
  - 75% of Canadians want to return
- 6.6% of attendees are interested in relocating to the Black Hills
  - 1,980 attendees are interested in relocating their business here
  - 1,980 educators are interested in relocating to the Black Hills
  - 2,970 attendees are in trades or are laborers and want to relocate
  - 5,445 professionals are interested in relocating to the Black Hills
  - 8,415 retirees are interested in moving to the Black Hills







# How can we get them to return?

- Hunters 193,050
- Avid Fishermen/women 202,950
- Art Lovers 49,500
- Brewery Aficionados 89,100
- Wine Lovers 54,450
- Music Enthusiasts 107,910
- Hikers 113,850
- Sport Shooters 98,505





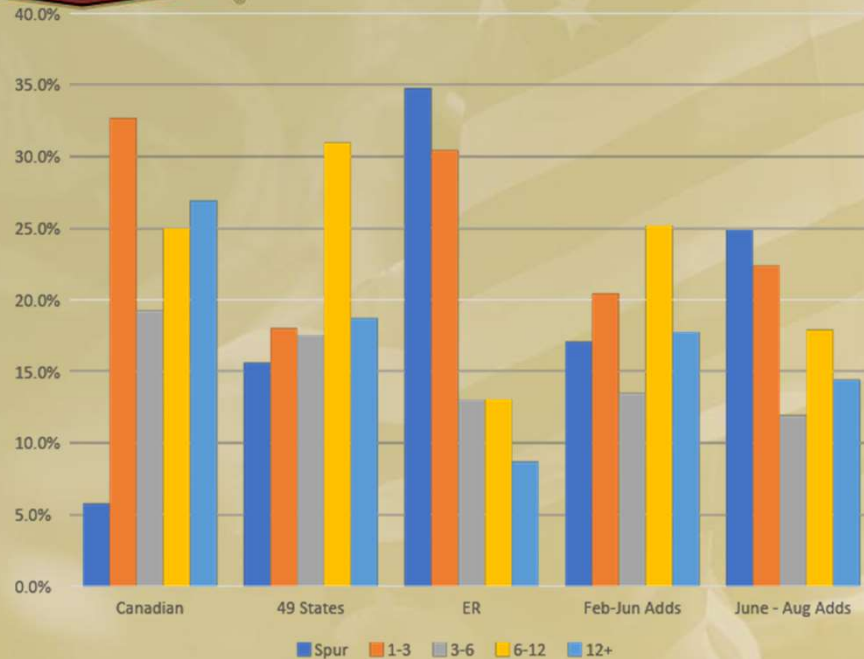
## Open ended - What can be improved?

- 59% Nothing/NA!
- 9% Cheaper beer/alcohol
- 7% Open container
- 5% Better parking, more for autos
- 4% More information/easier access to info, campgrounds dirty
- 2% Too many cops
- >1% each (More skin, better variety of vendors, too hot)





# When do attendees plan on traveling?



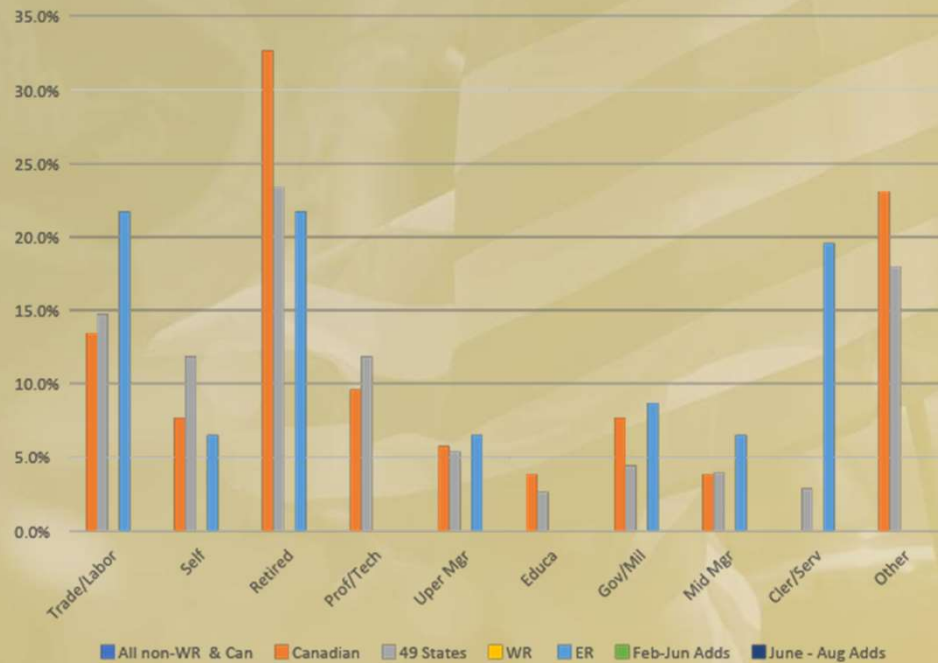
- Compared to previous years, people begin planning far later
- Significant change in spur of the moment planning in advertised states (June through August)







# Professions of Attendees



- Self-employed has increased
- Most professions have remained constant over the last 5 years



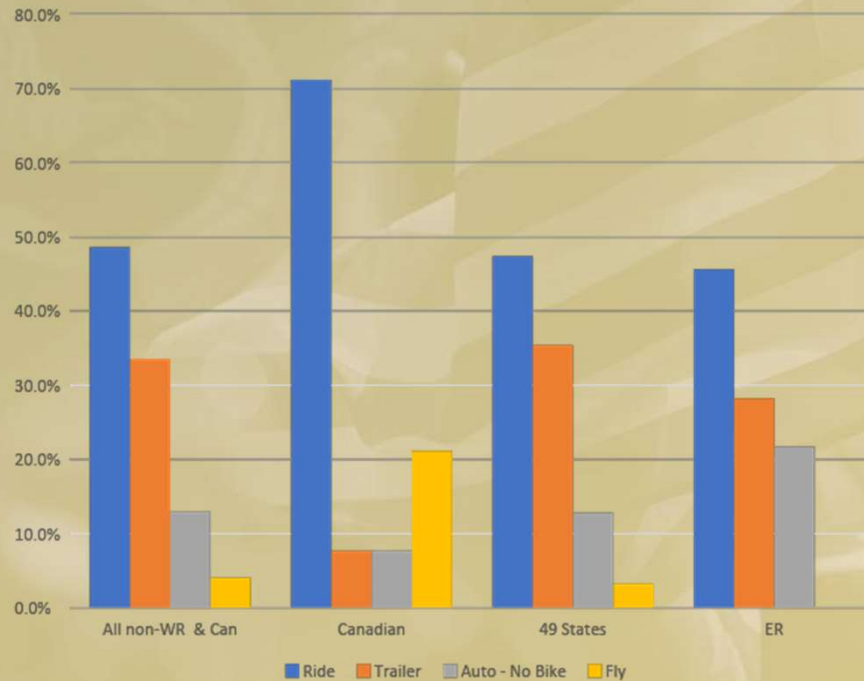


# Transportation





# How do attendees arrive?



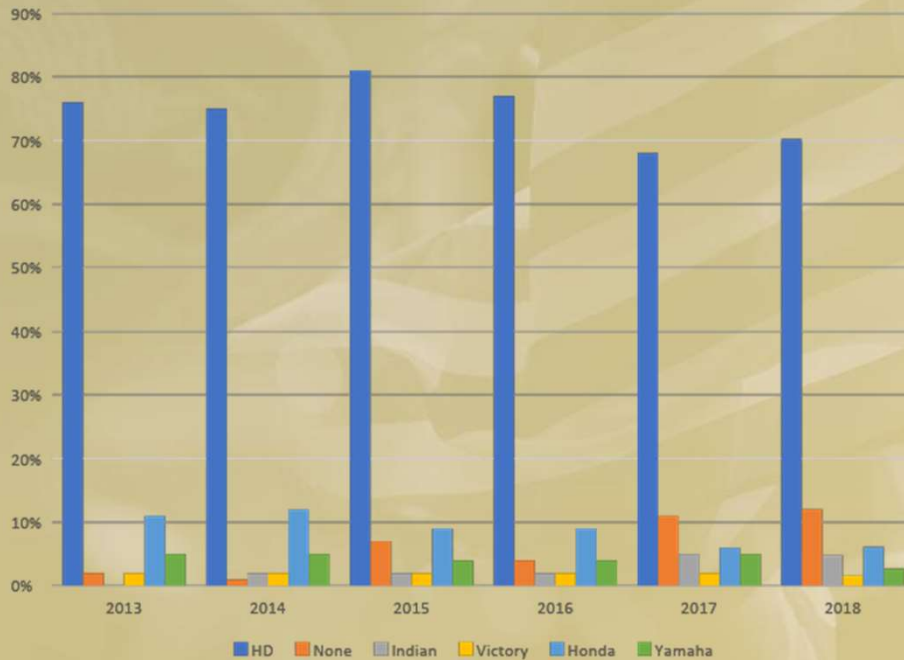
- Before 2014, autos with no bike never exceeded 3%!
- Before 2015, riding was always at least 63%
- Flying has tripled since 2016
- Trailer has remained at ~35%







# What type of bike do they own?



- H-D remains the most popular but has fallen 8% since 2013 to 70% of all attendees
- None is the 2<sup>nd</sup> most popular with 12%
  - Before 2015, was never more than 2%
  - 2015 7% (Novelty)
  - 2016 fell to 4%
- Greater diversity is expanding the attendee base of the Rally



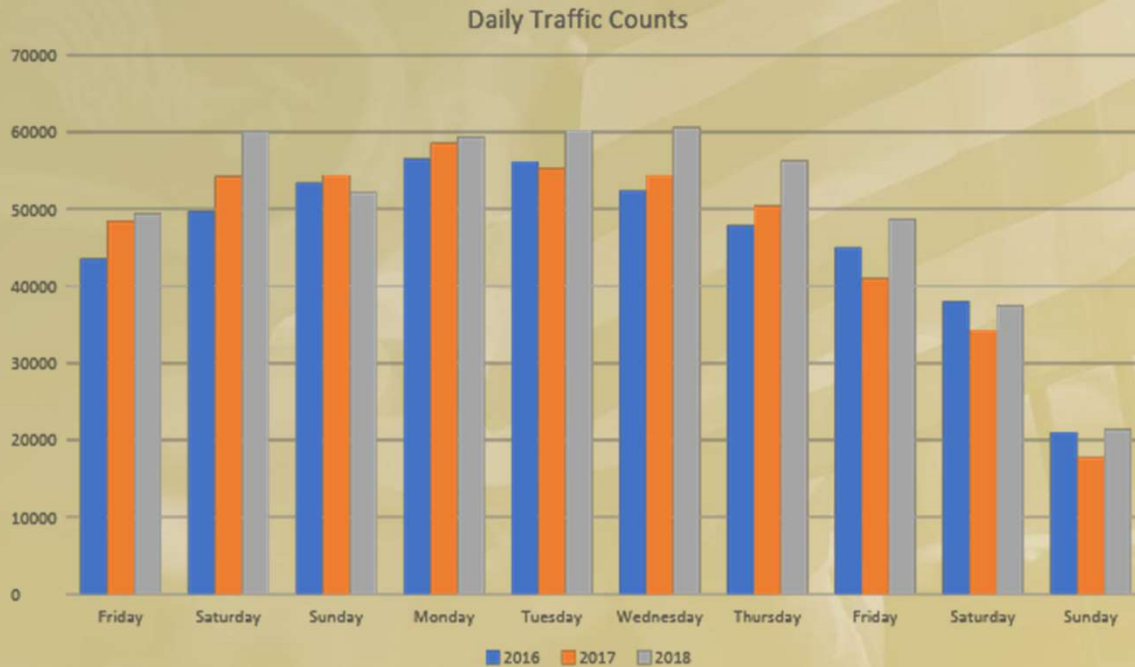


# Days of Attendance





# Daily Traffic Counts Entering Sturgis



- Nearly everyday beat 2016 & 17
- The first Sunday was the only day we were behind
- Highest traffic day was Wednesday
- By the end of Tuesday over half of attendees had arrived downtown

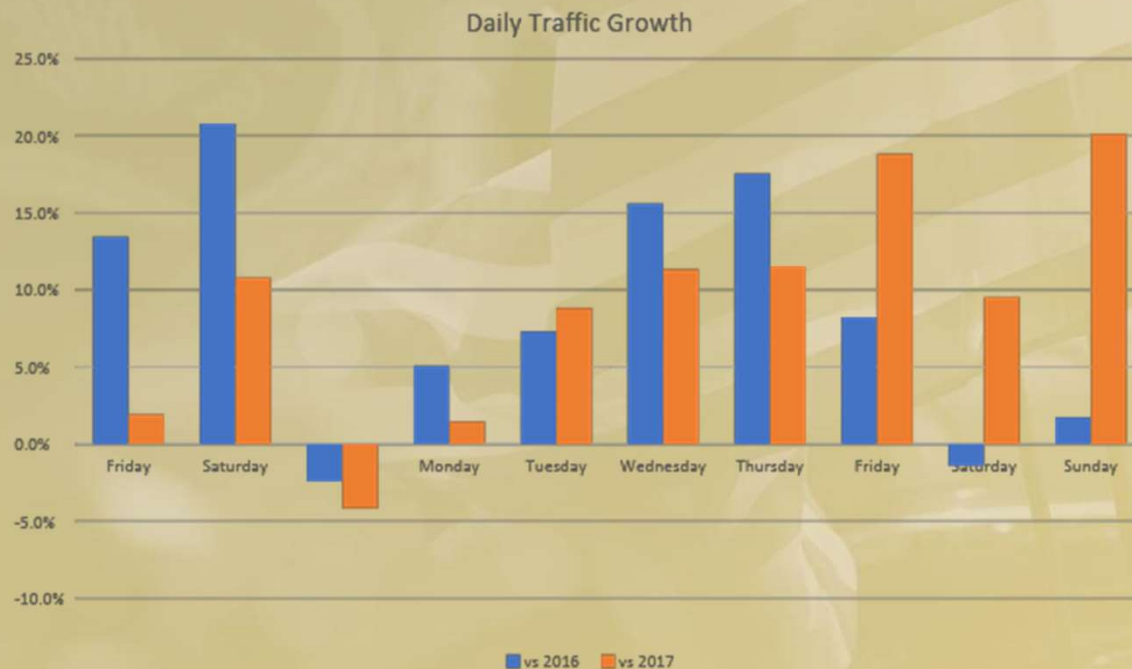






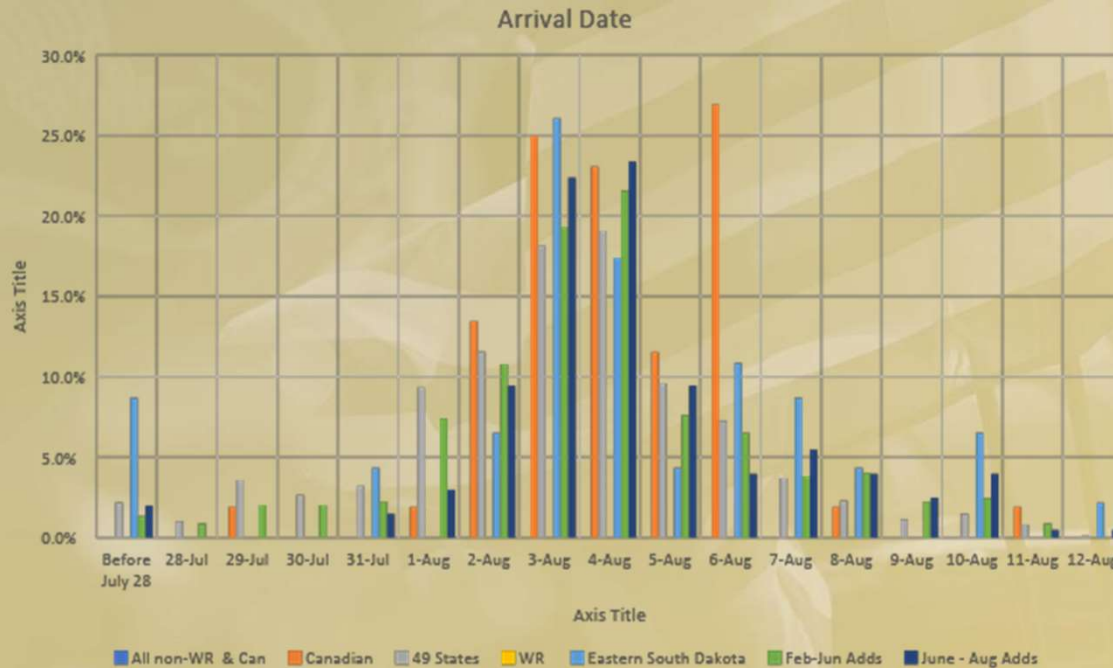
# 2018 Traffic Compared to '16 & '17

- Far stronger start compared to 2016
- Far greater attendance later in the Rally
- Coincided with greater advertising in areas <8 hours away





# Arrival Dates



- Significant additional visitation late in the Rally from Eastern South Dakota and last minute advertising
- People continue to arrive earlier each year





# Effectiveness of 2018 Digital Marketing





## Bison Ad

- Most popular ad
- 20% of attendees reported seeing this ad
  - 12% NE
  - 14% ND
  - 23% Canadian
  - 33% KS
  - 45% NC
  - 42% AZ
  - 50% NH & NJ
  - 60% MI
  - 71% PA







## Eric Church Ad

- 19% of attendees reported seeing this ad
- 28% of Eastern South Dakota attendees reported seeing this ad

## Kid Rock Ad

- 11% of all attendees reported seeing this ad



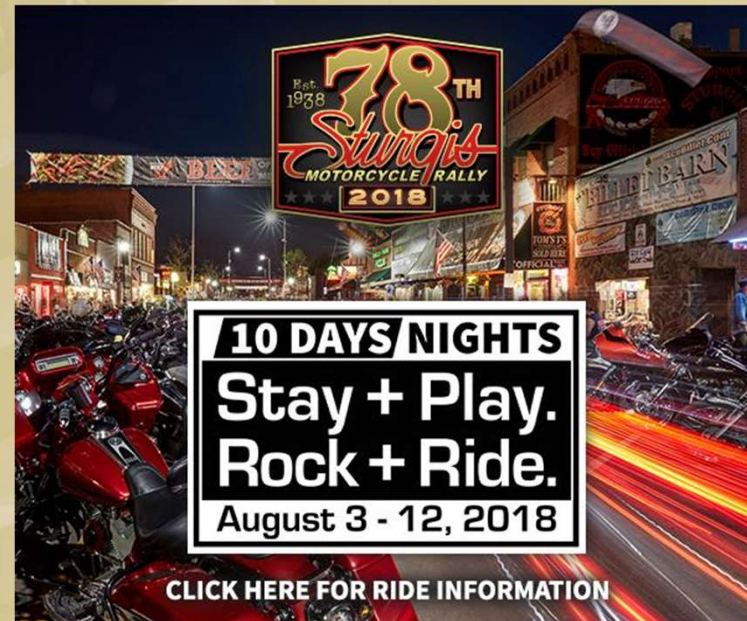


# Main Street Advertisement

- 10% of all attendees reported seeing this ad
- Most popular with H-D riders

Lesson:

- Need relevant advertising in different regions, interests





# All of the Advertisements

- 30% of all attendees report seeing at least one of these 4 ads
- 33% of all Canadians
- 35% of all attendees living in states targeted in February – June
- 40% of all attendees living in states targeted in June – August
- 50% of all Eastern South Dakota attendees (targeted in July and August)
- 37% of all 1<sup>st</sup> Time Attendees reported seeing at least one ad
  - 23% more likely than attendees as a whole







# Future Advertising

- Largest event in the State of South Dakota, generating hundreds of millions in economic activity
- 2018 **Temporary Vendors** generated \$245,019 for SD Tourism
- In 2019, the City of Sturgis will invest \$310,000 in advertising through website, billboards, digital and print advertising
- In the 2017-18 cycle \$100,000 was invested in digital advertising:
  - \$50,000 South Dakota Tourism
  - \$29,500 City of Sturgis
  - \$20,500 Digital Partners







# Marketing Partners

- We need a total investment of at least \$125,000
- City of Sturgis has budgeted \$40,000 for digital advertising
  - an increase of 35%
- We need your help to increase investment for 2019, all funds go directly to purchase advertising
  - If you invest we will include your address and contact information on our website
  - There is a proven track record of new visitors and more visitors attending
  - This represents less than 2.5/1,000 of the economic impact of the event





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