



TENTH ANNIVERSARY RECAP

# 10 YEARS - STATISTICS

- 3,500 Participants from 25 Countries
  - USA, Canada, Australia, New Zealand, Ireland, England, France, Austria, Italy, Switzerland, Japan, China, Costa Rica, Croatia, Bulgaria, Czech Republic, Scotland, Denmark, Norway, Sweden, Finland, Spain, Chile, Argentina, Russia
- 115 Days of Events
- Zero Fatalities
- 1 incident that required emergency response
- Zero incidents requiring immediate police response
- Passed inspections from:
  - Department of Natural Resources
  - Department of Transportation
  - ABC Board
  - State Troopers
  - DEC

## 10 YEARS - ECONOMIC IMPACT

- Mcdowell Group Study: \$723 average spend
- Pirmin Wey: \$721.05
- +/- \$2.5M over 10 years

# VALDEZ SPEND

TOTAL: \$29,005

- Geo Works: \$7,000
- Petro Management: \$5,000
- Robe River Storage: \$4,400
- Avalanche Center: \$750
- Harris Sand and Gravel: \$1,820
- South Central Hardware: \$1,557
- Safeway: \$3,378
- Captain Joes: \$1,550
- Prospector: \$800
- Copper Valley Telecom: \$650
- Radioshack/VDZ Office: \$450
- Restaurants: \$1,025
- Hotels/Shower: \$625

# OUTSIDE VALDEZ SPEND

TOTAL: \$13,900

- Off Duty police officer for event security and safety: \$2,300
- DNR Permit: \$1,000
- Block Festival: \$3,200
- Haydays: \$850
- Utah Snowmobile Show: \$950
- East Idaho Show: \$400
- Trailer Wrap: \$4,000



# OTHER COSTS

- Travel: \$4,000
- Insurance: \$2,000
- T-Shirts: \$1,000
- Goggles: \$4,200
- Hats: \$2,400
- Sunglasses: \$5,000
- Content Generation: \$2,000
- Posters: \$6,000

TOTAL: \$22,600

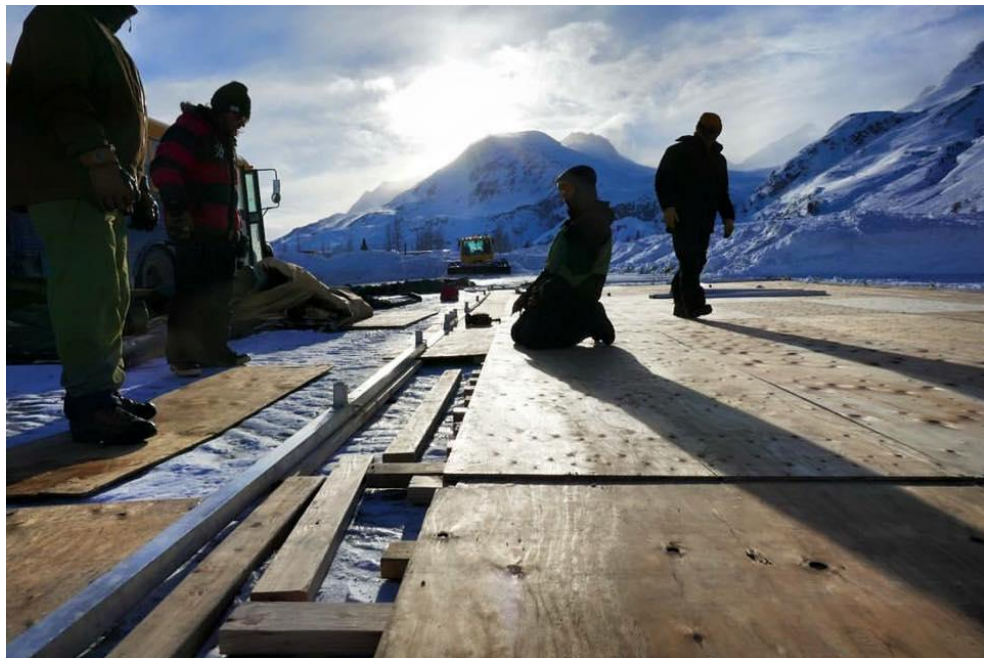


# MARKETING OUTCOMES

- ISPO - 5 years as official backcountry spokesperson for European wintersports market
- Promotional Videos: 103,614 total plays
- 3 Television Shows: OutsideTelevsion/Fuel TV
- 12+ Magazine Features
- 500k beer coasters promoting TGAK
- B2B Marketing - Introduced many prominent businesses to Valdez Market



# TAILGATE ALASKA 2017





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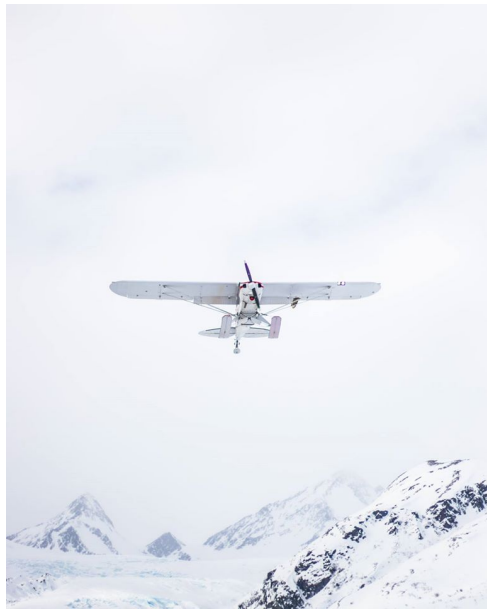


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