



2018 Attendee Survey Results

*Direct Economic Spending Study
Conducted by California State University, Monterey Bay (CSUMB) &
Fairleigh Dickinson University (FDU) Researchers*



California State University
MONTEREY BAY
College of Business



WeatherTech
Raceway
LAGUNA SECA

2018 Season – 7 Premier Events



Ferrari Challenge
May 3-6
4 day event



Spring Classic
May 18-20
3 day event



Superbike World Championship
June 22-24
3 day event



Pre-Reunion & Rolex Monterey Motorsports Reunion
August 23-26
6 day event



Continental Tire Monterey Grand Prix
September 6-9
3 day event



Porsche Rennsport Reunion VI
September 27-30
4 day event



California 8 Hours
October 25-28
3 day event

2018 Race Season Attendance

7 Premier Races – 26 days

Race	Total Attendance	Non-Residents	Residents
Ferrari Challenge (May)	10,866	7,531	3,335
Spring Classic (May)	18,437	12,555	5,882
FIM Superbike (June)	43,417	38,094	5,322
Rolex Reunion (August)	63,914	54,183	9,731
Continental Tire GP (Sept)	34,584	27,399	7,185
Porsche Rennsport (Sept)	74,626	68,229	6,397
Pirelli World Challenge (Oct)	18,044	13,103	4,941
Totals/Average	263,888	221,094	42,793

Total Attendance: 263,888
(234,942 in 2015)

- Non-Resident: **221,094**
 - 79% Non-Resident
 - 193,224 in 2015
- Unique Non-Resident: **107,869**
 - 85,438 in 2015

Non-Resident Attendees

Race	Average Age	First year attending any race at Laguna Seca	More likely to visit Monterey County at a different time of year as a result of their experience at the race*	Planning on attending this race next year*
Ferrari Challenge (May)	42.5	34.6%	83.0%	74.8%
Spring Classic (May)	53.2	36.3%	78.8%	78.8%
FIM Superbike (June)	46.6	24.5%	78.0%	83.4%
Rolex Reunion (August)	51.7	17.6%	75.4%	92.4%
Continental Tire GP (Sept)	46.4	32.8%	77.2%	83.4%
Porsche Rennsport (Sept)	50.7	31.3%	77.5%	82.0%*
Pirelli World Challenge (Oct)	41.3	45.5%	73.3%	73.3%
Totals / Average	47.5	31.8%	77.6%	81.1%
Percentage reflected includes respondents indicating "Agree" or "Strongly Agree" to question				

*Major Race event that happens every 3-4 years

2018 Direct Spending Generated by Event Attendees

Total: \$84,442,412

- Ferrari Challenge: **\$2,101,934**
- Spring Classic: **\$3,427,293**
- World Superbike: **\$13,574,780**
- Rolex Reunion: **\$24,228,811**
- IMSA: **\$6,977,534**
- Porsche Rennsport: **\$31,323,166**
- Pirelli World Challenge: **\$2,808,895**

7 Premier Races – 26 days

- Includes all money spent in Monterey County by non-resident attendees
- Does not include any induced or indirect spending

Direct Spending by Category

Race	Lodging	Food & Beverage	Transportation	Retail, Entertainment, & Other*	Total
Ferrari Challenge (May)	\$345,232	\$689,962	\$187,022	\$879,718	\$2,101,934
Spring Classic (May)	\$320,483	\$1,171,448	\$341,262	\$1,594,100	\$3,427,293
FIM Superbike (June)	\$2,347,749	\$3,722,962	\$1,872,314	\$5,631,755	\$13,574,780
Rolex Reunion (August)	\$4,517,536	\$6,396,399	\$1,118,659	\$12,196,217	\$24,228,811
Continental Tire GP (Sept)	\$1,538,194	\$1,580,912	\$754,075	\$3,104,352	\$6,977,533
Porsche Rennsport (Sept)	\$5,428,873	\$7,975,022	\$3,035,116	\$14,884,155	\$31,323,166
Pirelli World Challenge (Oct)	\$551,064	\$786,963	\$322,703	\$1,148,165	\$2,808,895
Totals	\$15,049,131	\$22,323,668	\$7,631,151	\$39,438,462	\$84,442,412
*Category includes revenue from ticket sales					

Per Person Trip Spending

Race / Per Person Trip Spending	Non-Residents Overall	Non-residents in Lodging	Non-residents not in Lodging
Ferrari Challenge (May)	\$514.42	\$1,066.99	\$173.41
Spring Classic (May)	\$528.12	\$993.91	\$253.83
FIM Superbike (June)	\$820.88	\$1,004.42	\$422.44
Rolex Reunion (August)	\$917.52	\$1,272.81	\$483.48
Continental Tire GP (Sept)	\$485.25	\$841.01	\$157.54
Porsche Rennsport (Sept)	\$1,110.73	\$1,308.60	\$458.04
Pirelli World Challenge (Oct)	\$459.67	\$697.73	\$167.74
Average	\$690.94	\$1,026.50	\$302.35
Monterey County Average Per Person Trip Spending: \$497 (Source: Dean Runyon & Associates, 2017) Per Person Trip Spending does not include ticket sales			

- Non-residents in lodging spend more than those not lodging
- \$1,026.50 vs. \$302.35
- Overall per person trip spending was \$690.94 (\$684.53 in 2015)
- Higher than the county-wide average of \$497

Room Nights Generated

Race	Average Hotel Nights	Average Daily Rate (ADR)	Total Room Nights Generated
Ferrari Challenge (May)	2.25	\$303.72	1,137
Spring Classic (May)	2.25	\$183.26	1,749
FIM Superbike (June)	2.80	\$272.39	8,619
Rolex Reunion (August)	3.38	\$299.32	15,092
Continental Tire GP (Sept)	2.53	\$279.74	5,499
Porsche Rennsport (Sept)	3.21	\$364.02	14,914
Pirelli World Challenge (Oct)	2.46	\$333.24	1,654
Totals / Average	2.70	\$290.81	48,664

TOTAL: 46,664 Rooms

Tax Generation

Race	TOT Tax Generated	Total Monterey County Tax Generated	Total County & State Tax Generated
Ferrari Challenge (May)	\$36,249	\$55,873	\$175,095
Spring Classic (May)	\$33,651	\$67,679	\$272,907
FIM Superbike (June)	\$246,514	\$368,010	\$1,031,391
Rolex Reunion (August)	\$474,341	\$691,413	\$1,865,848
Continental Tire GP (Sept)	\$161,510	\$223,603	\$582,977
Porsche Rennsport (Sept)	\$570,032	\$839,373	\$2,312,496
Pirelli World Challenge (Oct)	\$57,862	\$83,245	\$263,580
Totals	\$1,580,159	\$2,329,196	\$6,504,294

TOTAL: \$6,504,294

2018 Non Race Visitor Types

Group Type	Attendees
Track Rental Participants	17,400
Hospitality Pavilion Guests	2,755
Day Visitors	4,505
Camping Site Visitors	10,151
Media Guests	2,141
Twilight Cycling Participants	599
Amgen Tour	3,000
Run – County	500
Cars & Coffee	2,400

43,451+
Attendees

2019 Season Preview – 7 Premier Events

24 Event Days



**Intercontinental GT
Challenge California 8
Hours**
March 29-30
2 day event



Trans Am SpeedFest
May 3-5
3 day event



**Ferrari Challenge
& Corse Clienti F1**
May 9-12
4 day event



**Superbike World
Championship**
July 12-14
3 day event




**Pre-Reunion &
Rolex Monterey
Motorsports Reunion**
August 15-18
6 day event



**IMSA WeatherTech
SportsCar
Championship** 
September 13-15
3 day event



**Firestone Grand Prix
of Monterey** 
September 20-22
3 day event



- Laguna Seca Recreational Area operates Events under:

- Contractual Allowances
 - 15 Major Event Days
 - 15 Promotional Days
 - 12 Minor Event Days
- County Permit Allowances
 - 5 Major Event Days
 - 6 Medium Event Days
 - 24 Minor Event Days

Allowances in Summary

- 20 Major Event Days
- 6 Medium Event Days
- 36 Minor Event Days
- 15 Promotional Days
- Racetrack Rental

The racetrack rental program is a legal non-conforming land use that existed prior to the facilities transfer to Monterey County from the U.S. Government in 1974.