

ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers

2017 Vans US Open of Surfing
Huntington Beach, California

July 29 - August 6, 2017



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research



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Most popular women's quarterfinalists

- 1 Sage Erikson (USA)
- 2 Courtney Conlogue (USA)
- 3 Coco Ho (HAW)

Most popular features within brand activations

- 1 Complimentary Clif bars
- 2 Frontier Communications video screens
- 3 Vans Official Store

Most popular men's quarterfinalists

- 1 Kanoa Igarashi (USA)
- 2 Felipe Toledo (BRA)
- 3 Patrick Gudauskas (USA)

Top beverages purchased on-site

- 1 Bottled water
- 2 Beer
- 3 Coffee or coffee drinks

Most visited brand activations

- 1 Vans Store and Village
- 2 World Surf League
- 3 Hydro Flask

Top preferred brands of attendees

- Liquor: Tito's vodka
- Vehicle: Toyota
- Wireless: Verizon

Most appreciated brand activations

- 1 Clif
- 2 Vans Store and Village
- 3 World Surf League

Tourism and economic impact

- Percentage non-local: 24%
- Estimated hotel room nights: 4,500
- Estimated economic impact of attendees: \$10.9M

Most recalled sponsors

- 1 Vans
- 2 Hydro Flask
- 3 Jeep

Best attendee comments

- "I was stoked that Vans took sponsorship of this event. It was a match made in heaven."
- "Loved the Hydro Flask water filling station. Also the free hot dogs and snow cones."
- "Gnarly event! Definitely going again next year!"

Comments from Attendees

"A little more public shade would have been nice. Most of the the shade was VIP."

"Everything was awesome. I wish there were a few more places to grab a beer."

"Free samples of Monster or Red Bull and more giveaways would be great!"

"Give away more free stuff like in the '90s."

"Give us a discount on Airbnb!"

"Gnarly event! Definitely going again next year."

"Great energy. Most surfers are really nice, classy people."

"I was stoked that Vans took sponsorship of this event. It was a match made in heaven."

"I wish they'd bring back beach concerts like we used to have when Hurley/Nike sponsored the event."

"Love the amount of law enforcement officers. Kept it calm."

"Love the Vans giveaways, lunch, games, mechanical surfboard, BMX stunts, and artists!"

"Loved the Hydro Flask water filling station. Also the free hot dogs and snow cones."

"Maybe one year we can bring back some concerts on the beach."

"Since Vans took over from Hurley it doesn't seem as big and fun. Sorry!"

"Super mellow year. I got to experience VIP which was awesome."

"The public grandstands need to be next to the pier to provide a surf stadium feel."

"The US Open doesn't just bring people to the beach. It transforms the social aspects of the entire downtown Huntington Beach area."

"The Vans US Open is a reunion for me and many friends on an annual basis. I bought my first pair of Vans after attending in 2013!"

"We look forward to this every year. And are thankful to bring the family to something we can afford."

"Would have liked a wicker hat with 'US Open' on it. Only had 'Vans'."

