



SKI TO SEA RACE MEDIA KIT

2009

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Whatcom Events-*Home of the Ski to Sea Race*
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411 Teams of 8 = 3,288 Participants

Attendee Demographics

Median Age

Under 19: 3%

20-29: 32%

30-39: 31%

40-49: 22%

50-59: 10%

Over 60: 2%

Male: 69% Female: 31%

Youngest Athlete: 15

Oldest Athlete: 75

Average Income:

< \$25,000 31%

\$25,001-\$75,000 45%

\$75,001-\$100,000 13%

\$100,001 > 11%

Education

College Graduates: 58%

Post Graduates: 30%

Accommodations

Hotel: 19%

Campgrounds: 6%

Friend/Relative: 38%

Live in Area: 37%

Other Activities Competitors Enjoy during Ski to Sea Race

Camp: 7%

Cycling: 17%

Downhill Ski/Snowboard: 5%

Music/Play/Cultural Event: 11%

Relaxing: 54%

Shop/Dine: 36%

Swimming: 4%

Visit Museum/Historic Site: 3%

Walk/Hike: 23%

Water Recreation: 8%

Wildlife Viewing: 8%

Revenue

\$8.5 Million in revenue to Whatcom County

Average stay 1.98 days

Day Visitor spends: \$161 per day.

Residency

Washington State Residents: 88%

Whatcom County Residents: 53%

States participated in Race: 29

Canadian Provinces in Race: 4

Countries Represented: 2

Our Spectators

Over 52,000 on Race Day at All 4 finish lines.

26,566 visited the finish line at Marine Park.

Over 78,000 total Festival Spectators.