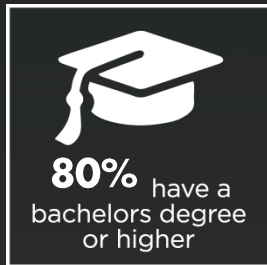


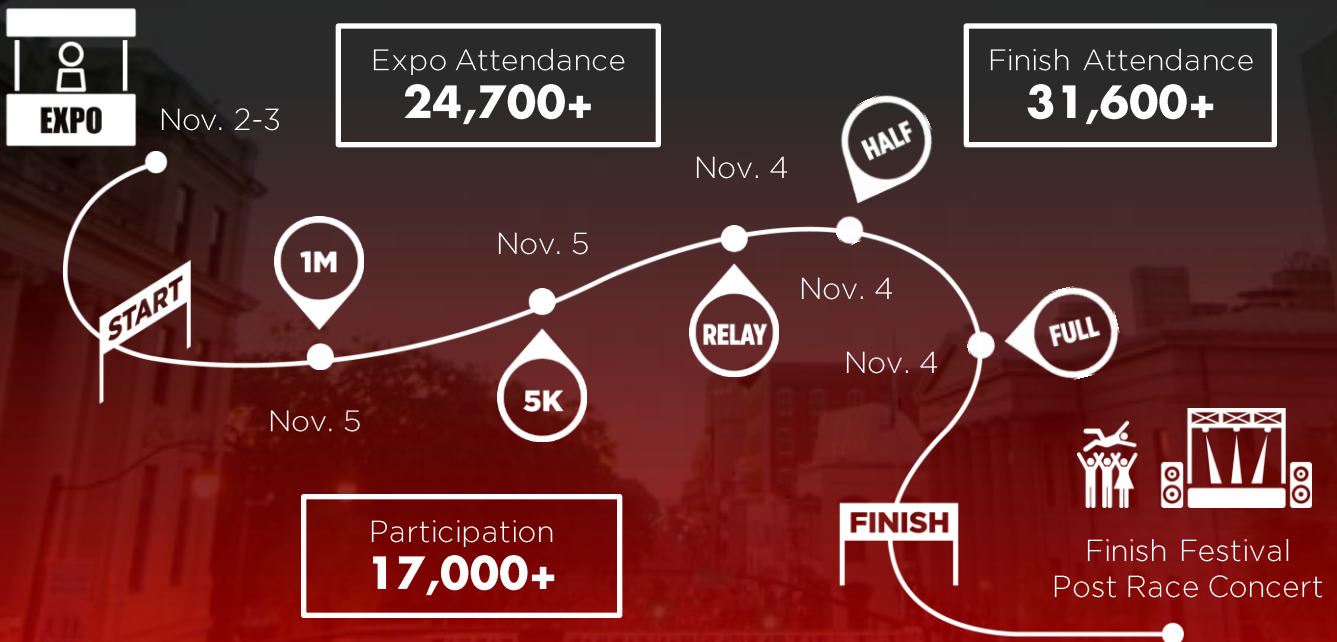


**NOVEMBER 4-5, 2017**

**EVENT DEMOGRAPHICS**



**EVENT WEEKEND**



**BY THE NUMBERS**



Participants from **50 states**  
**13 countries**



Total Hotel Room Nights  
**13,200+**



Total Race Weekend Visitors  
**20,500+**



Economic Impact  
**\$28.6 MILLION**