

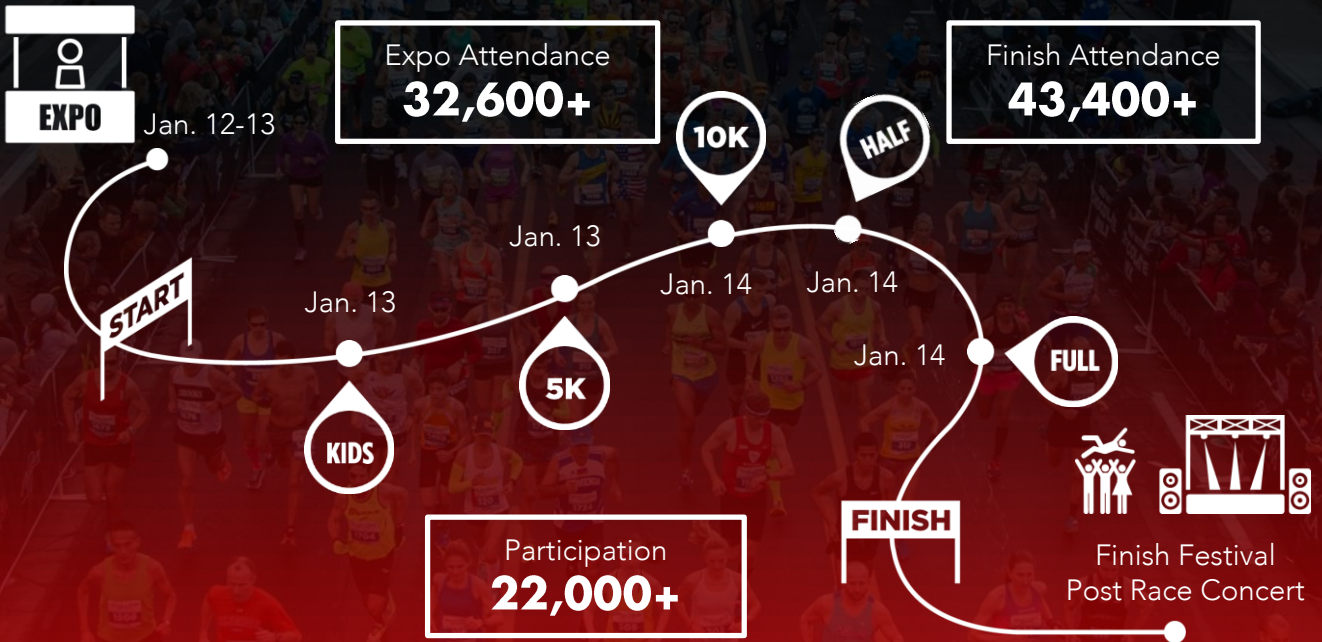


**JANUARY 13-14, 2018**

**EVENT DEMOGRAPHICS**



**EVENT WEEKEND**



**BY THE NUMBERS**



Participants from **50 states** and **22 countries**



Total Hotel Room Nights **17,800+**



Total Race Weekend Visitors **18,600+**



Economic Impact **\$28.4 MILLION**