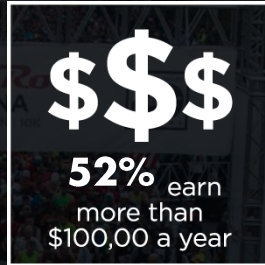


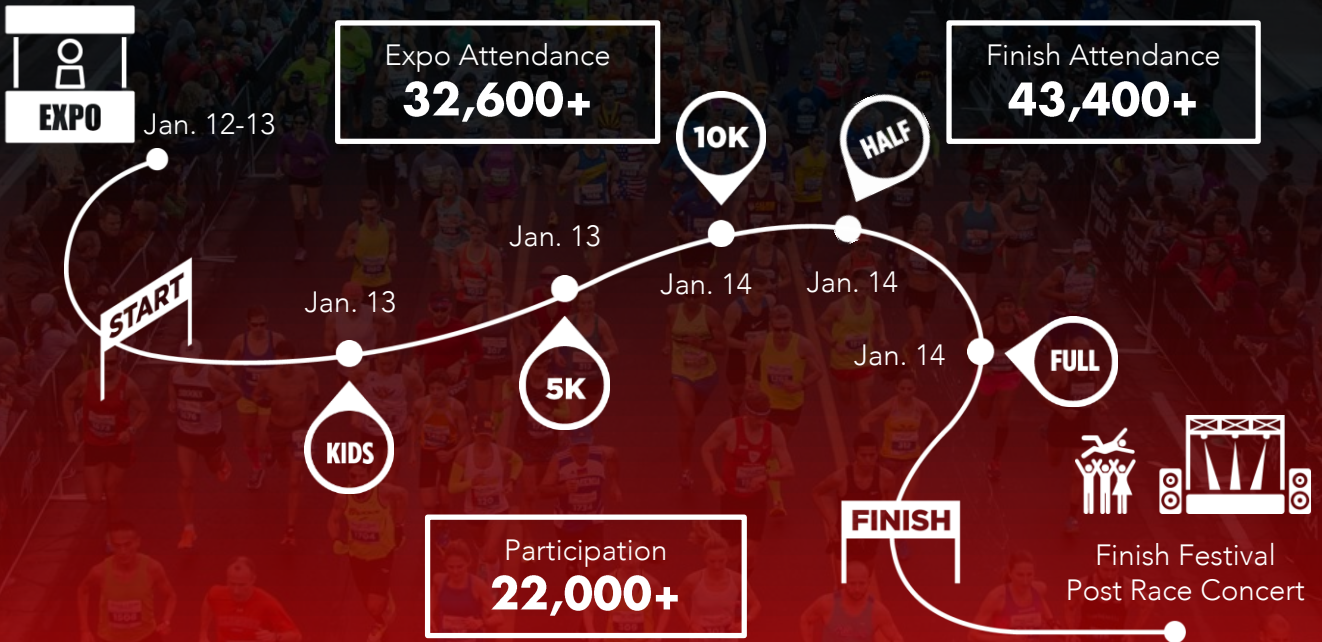


**JANUARY 13-14, 2018**

**EVENT DEMOGRAPHICS**



**EVENT WEEKEND**



**BY THE NUMBERS**



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



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



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



Economic Impact  
**\$28.4 MILLION**