

Metrics: A Discussion About the Future of Triathlon



Kiley Austin-Young
Nick Lehecka

Agenda

1. Metrics Committee Charter & Overview
 2. Confidence Report: 2018 Interim Update
 3. Questions & Research Use Cases
 - Race Directors
 - Clubs & Coaches
 - Manufacturers & Retailers
 4. Data Curation
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Metrics Committee Charter & Overview

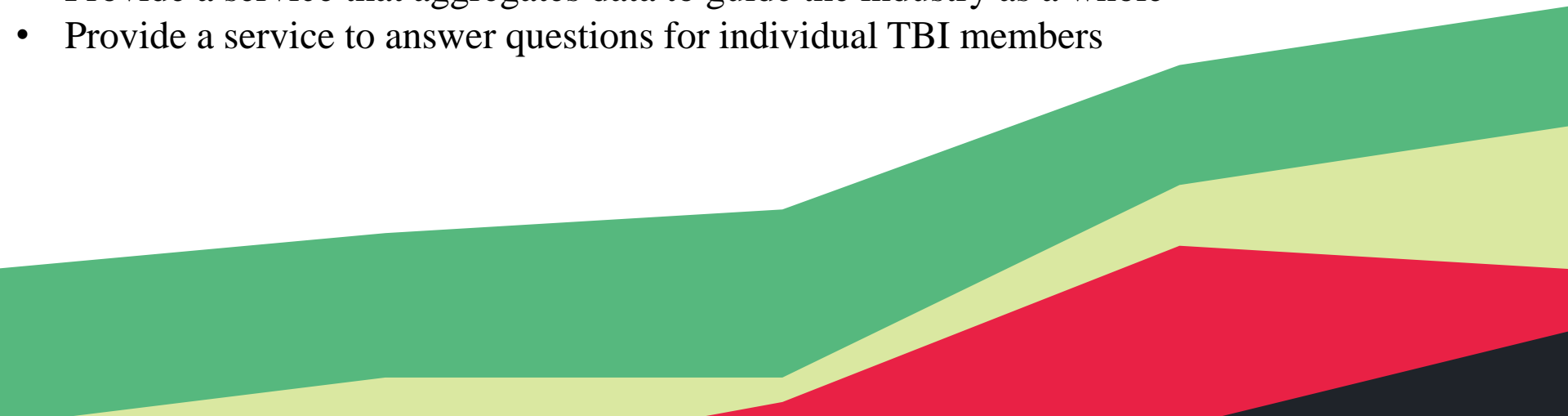
Charter: Work with TBI Membership to Increase Participation in Triathlon Globally
Deliver Biannual TBI Metrics Reports

- Consolidate & Own Participant Data for Market Sizing / Track Longitudinal Change
- Design & Conduct Surveys of Triathlon Participants & Consumers
 - Feature & Importance Assessments (MaxDiff)
 - Concept Testing (Monadic design)
 - Consumer Purchase Consideration for Services, Products, & Experiences (discrete choice)
- Support TBI Stakeholders & Members in *Ad Hoc* Consumer Insights Questions

Metrics Committee Charter & Overview

Charter: Work with TBI Membership to Increase Participation in Triathlon Globally
Deliver Biannual TBI Metrics Reports

- Formulate questions from TBI member feedback
- Decide which information is needed to answer these questions and lean on TBI members to assist in curating this data
- Provide a service that aggregates data to guide the industry as a whole
- Provide a service to answer questions for individual TBI members



INTERIM – 2018 TBI Industry Confidence Survey



MultiSport Research

specialist research & consulting for the
international endurance sport industry

Gary Roethenbaugh
Managing Director
MultiSport Research

Cell: +44 (0)7832 697773
E-mail: gr@multisportresearch.com
Skype: gary.roethenbaugh



<https://www.linkedin.com/in/garyroethenbaugh/>

Kate Morefield
North America Director
MultiSport Research

Cell: +1 770 365 8251
E-mail: km@multisportresearch.com
Skype: live:katemorefield1



<https://www.linkedin.com/in/kate-morefield-5a28401/>

Data captured in Jan 2015, 2016, 2017 and now 2018

9 key data points for industry confidence index; shared back with survey respondents

Customer demand

Staffing levels

Annual profits

Competition

Business conditions

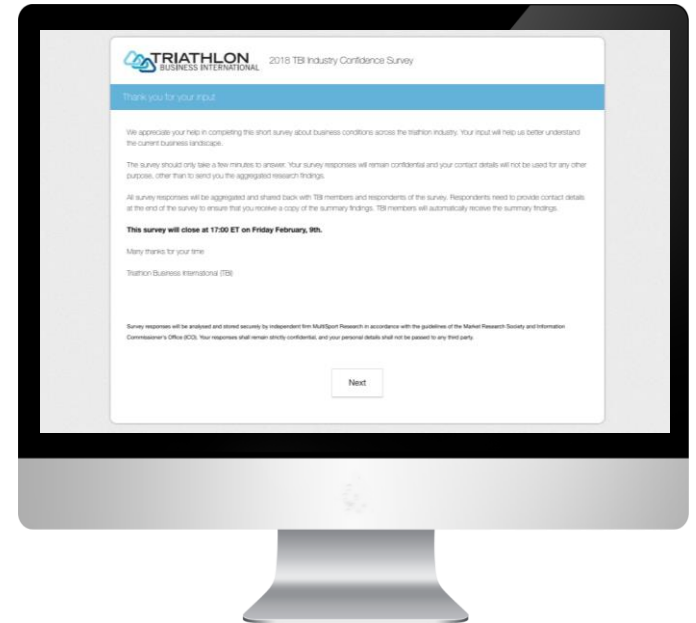
Prices

Household finances

USA economic conditions

Sport of triathlon (participation)

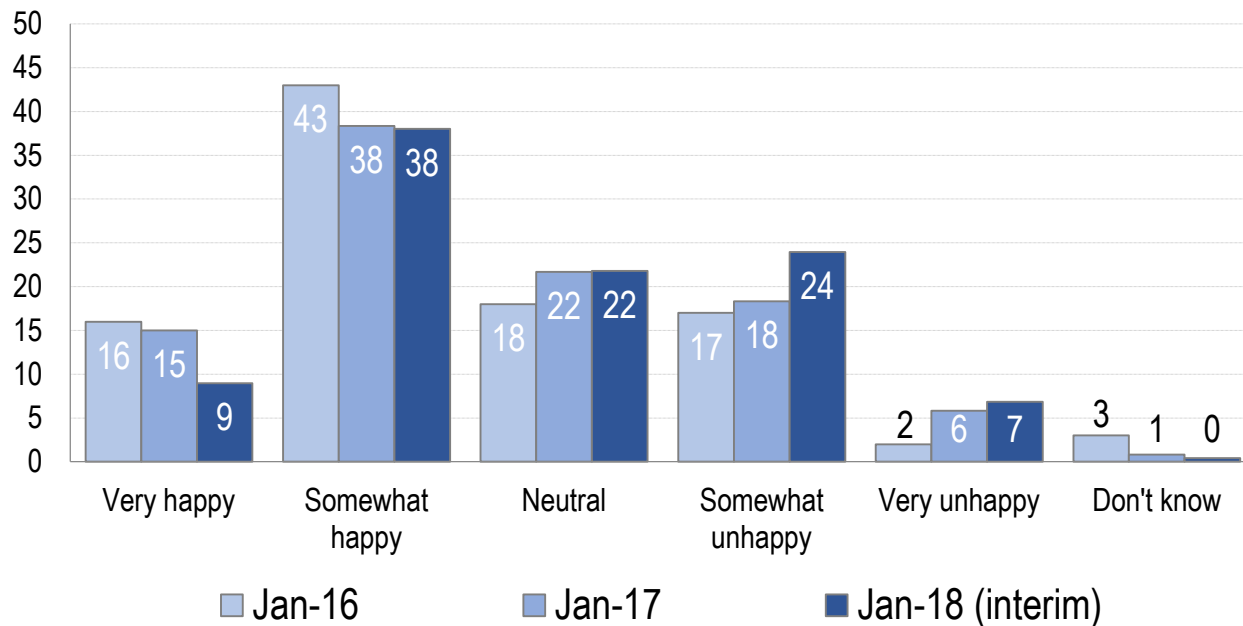
Survey live on bit.ly/TBI_2018
closes at 17:00 ET on Friday February, 9th



How do you feel about current levels of customer demand?

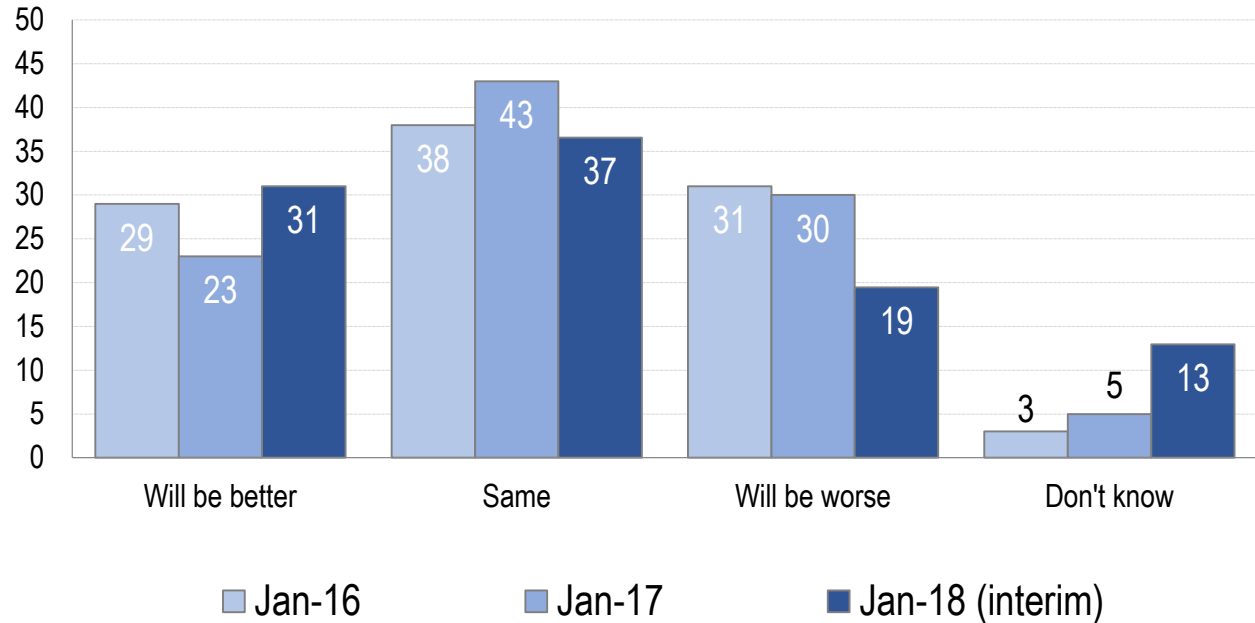
(Demand for respondents' products/services, B2C & B2B as a marker of sentiment)

- Customer demand was the most positive data point in the 2016 TBI Industry Confidence Survey.
- Jan 2016 to Jan 2017: saw drop in those 'happy' with levels of customer demand (59% to 53%). Interim data for Jan 2018 sees the 'current happiness' mood subdued at 47%.
- Respondent(s) indicate mixed fortunes:
 - 'Market seems saturated'
 - 'Crowded'
 - 'Technology demands increasing'



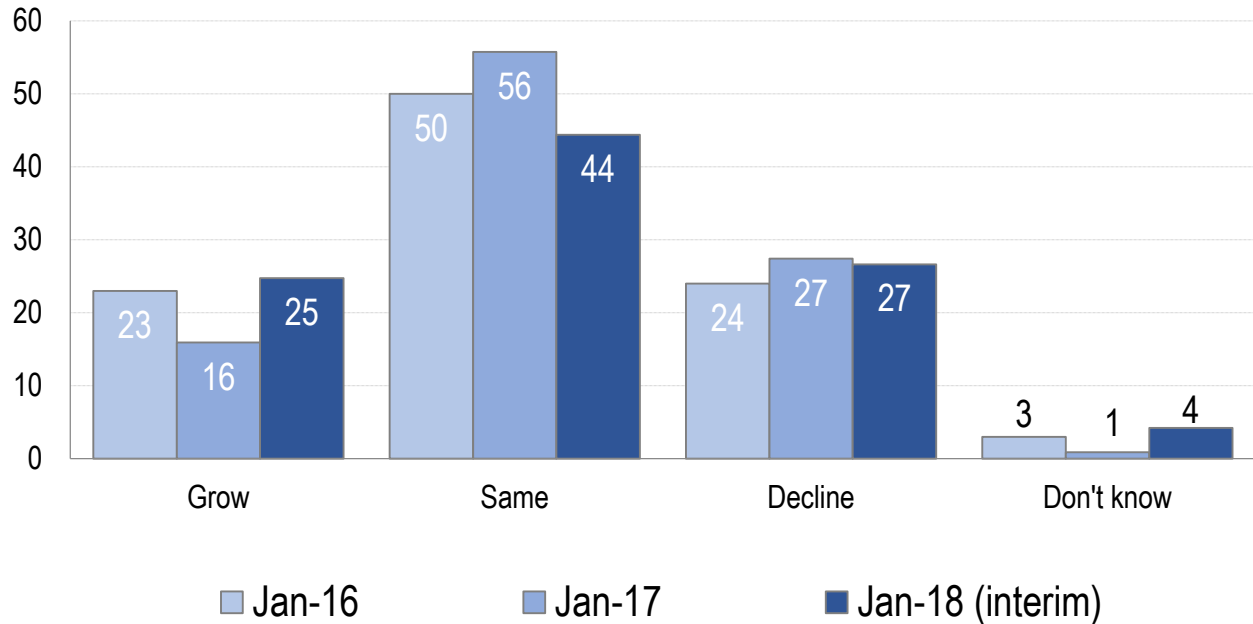
Do you think that business conditions for triathlon over the next 12 months will be better, worse, the same, or not sure in comparison to the past 12 months?

- The sentiment on business conditions was firmly in the bottom half of the ranked industry confidence index this time last year.
- Into 2018, there is a notable pick up in sentiment about business conditions over the next 12 months: 31% state things will be better (vs 23% in 2017).
- Respondent(s) indicate:
 - 'Hope it will be better'
 - 'Younger triathletes coming in'
 - 'Business conditions are what you make them!'



Over the next 12 months, do you feel that the sport of triathlon (participation) in the USA will grow, decline, or stay about the same?

- Following a high-point mood on growth back in 2015 (where 28% expected an uplift in participation) the mood on tri participation dropped in 2016 & 2017.
- In Jan 2018, as with expected business conditions over the next 12 months, there is a pick up in sentiment: 25% expect triathlon participation to grow (vs 16% in 2017).
- Respondent(s) indicate:
 - ‘Feels like more folks are talking about [tri] again’
 - ‘[Need] passionate, grass roots support and raving fans to spread the word’



Market Research: Race Directors

Relative Importance of Factors on Race Selection

- Refund Policy
- Weekend Race Day: Saturday vs. Sunday
- Proximity to Home: Driving Distance vs. Air Travel
- Timing and/or Timing in Season
- Past Experiences with the Race
- Past Experiences with Race Organization/Director or Brand
- Friend or Relatives Chose to Participate
- Team, Club, or Local Community Group Chose or Participated
- Proportionality of Swim vs. Bike vs. Run in Race Distance
- Word of Mouth or Website/Social Media Info
- Qualifier for Another Race
- Race for a Cause
- Course Safety

Concept / Choice Research

Refund Policies

Stepped Pricing

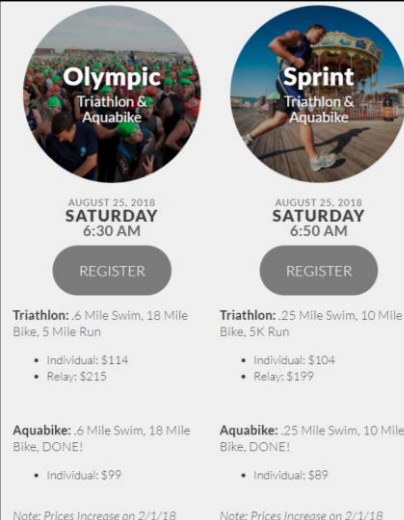
Hidden Fees

New Racing Category

Assessment (e.g. gravel tri)

Distance / Format Testing

Brand and Price?



Olympic Triathlon & Aquabike	Sprint Triathlon & Aquabike
AUGUST 25, 2018 SATURDAY 6:30 AM	AUGUST 25, 2018 SATURDAY 6:50 AM
REGISTER	REGISTER
Triathlon: .6 Mile Swim, 18 Mile Bike, 5 Mile Run	Triathlon: .25 Mile Swim, 10 Mile Bike, 5K Run
<ul style="list-style-type: none"> • Individual: \$114 • Relay: \$215 	<ul style="list-style-type: none"> • Individual: \$104 • Relay: \$199
Aquabike: .6 Mile Swim, 18 Mile Bike, DONE!	Aquabike: .25 Mile Swim, 10 Mile Bike, DONE!
<ul style="list-style-type: none"> • Individual: \$99 	<ul style="list-style-type: none"> • Individual: \$89
Note: Prices Increase on 2/1/18	Note: Prices Increase on 2/1/18

Research Questions: Race Directors

1. What new or emerging race formats present the most opportunity for increasing overall participation in the sport?
 2. What most compels athletes to enter and participate in your events?
 3. What keeps athletes from entering?
 4. How do race directors best address these opportunities and concerns?
- Which race characteristics attract and retain women, people of color and younger athletes?
 - What race characteristics encourage people to shift from a fitness motivation to a performance motivational orientation?

Market Research: Clubs & Coaches

Triathlon Clubs, Coaches, & Teams Landscape

- What club models are succeeding? Which are failing? How did USAT arrive at these net figures?
- What is the overlap between clubs, coaches, teams, and retail stores?
- What data and insights can we garner from TBI club leadership?

USA TRIATHLON CLUBS AS OF DECEMBER 31, 2015

USA Triathlon actively promotes clubs to potential members and works to create new programs to encourage activity throughout the club system. In 2013 USA Triathlon hit an all-time high of 1036 clubs.

Clubs		
Year	# of Clubs	Growth %
2000	50	
2001	130	160.00%
2002	158	21.54%
2003	237	50.00%
2004	366	54.43%
2005	375	2.46%
2006	523	39.47%
2007	544	4.02%
2008	593 AVG	9.01%
2009	642	8.26%
2010	869	35.36%
2011	938	7.94%
2012	985	5.01%
2013	1036	5.18%
2014	1022	-1.01%
2015	982	-3.91%

Research Questions: Clubs & Coaches

1. What role does the local brick and mortar / retail storefront ecosystem play in membership and growth?
 2. How to attract members in an increasingly e-tail / internet-based distribution paradigm?
 3. Is geographic centrality important?
 4. Is that centrality increasing in importance or decreasing in importance?
 5. How critical is the local triathlon community, including in-person training and interaction, to sustaining and growing membership/coaching clientele?
- Which club and coaching service characteristics attract and retain women, people of color and younger athletes?
 - What club and coaching service characteristics encourage people to shift from a fitness motivation to a performance motivational orientation?

Market Research: Manufacturers & Retailers

Retailers & Manufacturers

- Recurring product market share / product holdings study of a large representative sample (the “not just Kona” count) and their equipment
- Survey output could inform marketing segmentation insights for the product space – who is buying this stuff? Where are they buying it?
- If fielded annually or semi annually, longitudinal market share data would become more valuable to TBI members each year to come
- For the respondent, which components were stock? What are third party?
- Used purchase? New? Discounted? Direct to consumer order or retail store purchase?



Research Questions: Manufacturers & Retailers

1. What retail or retail service offerings present the biggest financial opportunities in response to the most pressing threats to your triathlon retailing business?
 2. What role do partnerships or endemic club associations (and/or with local coaches) play in attracting and maintaining relationships with customers?
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- Which products and services contribute to attracting and retaining women, people of color and younger athletes?
 - What products and services contribute to encouraging people to shift from a fitness motivation to a performance motivational orientation?

Next Steps: Data Curation

- Ongoing discussion
- Survey members on what they have in terms of data and research and what they are able and willing to share (key question: what do you about your customer and our participant?)
- Find and request avenues for respondent sample (e.g. race registration websites)
- Product or discounted product donations from members to incentivize respondent completes

Thank you



Kiley A. Young
Nick Lehecka