



# ECOTRAIL WICKLOW

1<sup>st</sup> EDITION

28<sup>TH</sup> September 2019

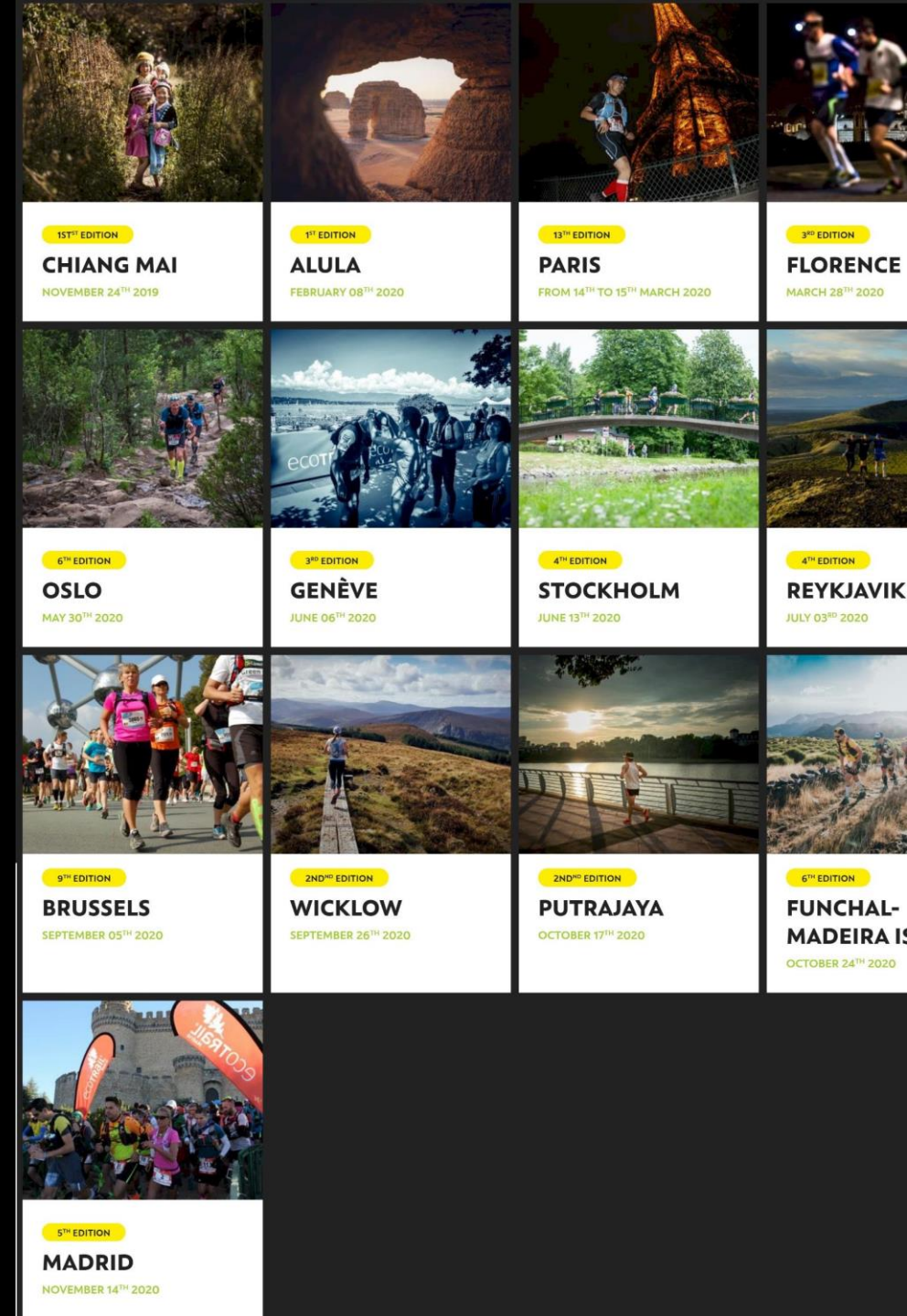


Watch video at <https://youtu.be/RnbKMPPkTvY>

# ECOTRAIL INTERNATIONAL

## ‘Trail Running Comes to the City’

- 10 European destinations: Paris, Brussels, Reykjavik, Oslo, Stockholm, Geneva, Florence, Madrid, Funchal/Madeira
- 2 Asian Destinations: Malaysia, Thailand
- New 2020: Saudi Arabia
- Extensive International Media Partners
- UTMB Chamonix Partner



# ECOTRAIL WICKLOW

## GENERAL INFO

### 4 DISTANCES:

- 18K – 710m climb – 89% trail
- 28k – 1120m climb – 85% trail
- 45k – 1660m climb – 89% trail
- 80k – 2660m climb – 93% trail

### ROUTE:

- Start/Finish: Bray Seafront
- Iconic Wicklow locations and sceneries: Bray Head, Killruddery, Great Sugarloaf, Powerscourt Waterfall, Wicklow Way, Lough Tay



# ECOTRAIL WICKLOW NUMBERS

- Largest Trail Running Event in Ireland
- 1140 Registered Participants
- 32% Internationals
- 39 Different Nationalities: 143 French, 54 British, 27 Polish, 17 from the US, 16 Norwegians, 17 Belgium, etc.
- 18k: 349 Participants
- 28k: 403 Participants
- 45k: 224 Participants
- 80k: 154 Participants
- 100 crew

# ECOTRIAL WICKLOW POST-EVENT SURVEY

- Findings from post event email survey: 279 responses (25.3%)
- For 65% it was their first trail running race
- 83.3% of very positive feedback
- The Eco-friendly ethos of Ecotrail Wicklow was very credible to 60.6% of participants and credible to 35.8%.
- 98.8% of participants would recommend the Ecotrail Wicklow to someone else.
- 26% stayed for at least one night with 21.7% staying for two or more.
- 66.9% of runners came accompanied by at least one person.



# ECOTRAIL WICKLOW SOCIAL MEDIA

Facebook - Instagram: @EcoTrailWicklow

Feedback from Sept 19<sup>th</sup> to Nov 19<sup>th</sup>:

- 373 New Likes (organically – no paid ads)
- 15,624 Total Engagement
- 101,897 Direct Reach
- 154,746 Viral Reach
- 6000+ photos and videos uploaded



# WHAT THEY SAY ABOUT ECOTRAIL WICKLOW

- “Loved this trail race, really helpful and supportive volunteers, trail was a challenge but well worth the sweat 🥵🥵 well done to all you organizers and all runners... We are amazing ❤️”
- “Just such great support from everyone of the lovely Marshalls.. a great day and an amazing course.. views and trails.. thanks to everyone involved ❤️❤️❤️”
- Really well organised, very well marshalled and a cracking route. Will most definitely be back next year!!
- Fantastic event. Was amazing to see so many countries represented in the various races. Well done to the organisers and all involved. Tough hills but so scenic and fabulous route. Cheers to all the supporters too. See you next year!
- Best event ever!! 100% back next year!
- Read reviews on Facebook:  
<https://www.facebook.com/pg/EcoTrailWicklow/reviews>



# ECOTRAIL WICKLOW ECO-RESPONSIBLE

- NO SINGLE USE PLASTIC: no bottles, no cups
- LITTER SORTING AT START/FINISH & AID STATIONS
- ENCOURAGE USE OF PUBLIC TRANSPORT
- PARTNERSHIP WITH 'PURE PROJECT' & 'LEAVE NO TRACE'
- VARIOUS LITTER COLLECTION DAYS
- WOODEN MEDALS



# ECOTRAIL WICKLOW 2019 MARKETING

- March 16<sup>th</sup>: Official Launch @EcoTrail Paris - Eiffel Tower Free Beer
- Extensive Support from Local Outdoor Stores: Sports Room (Wicklow Town), Amphibian King (Bray), Cotswold Outdoor (Dublin), Basecamp (Dublin), 53 Degrees North (Dublin)
- May: Partnership Ecotrail Oslo
- May: Sponsorship Wicklow Wolf Brewery
- June: Partnership Pure Project Wicklow: organised three litter collections
- August: UTMB Chamonix Ultra Running Exhibition with EcoTrail International





# ECOTRAIL WICKLOW 2020 MARKETING

Here are some promotional activities proposed for 2020:

- Dedicated packages for International Visitors
- Worldwide Exposure through Tourism Ireland's network
- Worldwide Exposure through Ecotrail International
- March: EcoTrail Paris – Free Beer finishers 45k & 30k (5000 runners)
- June: Animation at the following events
  - Ecotrail Stockholm
  - Ecotrail Geneva
- August: UTMB Chamonix