



Traverse City Horse Shows 2023 Recap Report

Flintfields Horse Park
Traverse City, Michigan

TraverseCityHorseShows.com



TRAVERSE CITY HORSE SHOWS

Turtle Creek Casino & Hotel International Ring

Thank You for an Exceptional Season!

Together, we've raised the bar for equestrian excellence at Traverse City Horse Shows. This year, we witnessed "Where First Happens" come to life—from breakout talents to world-class riders. We also celebrated significant growth in spectator attendance and our international audience. Your support has been the cornerstone of our success.

We're invigorated by our mutual achievements—in and outside of the ring. Let's build on the momentum we've started.

Matthew Morrissey
Traverse City Horse Shows



\$7.1 million in Prize Money

Where FIRSTS Happen

Cathleen Driscoll clinched the \$30,000 Traverse City Open Jumper Rider Bonus, marking a year of unmatched consistency and top-level victories.

- 13 weeks of competitions—featuring 12 weeks of FEI
- Two CSI5* weeks
- Weekly National Grand Prix
- Featured 11 of the World's Top 30 Jumpers!
- Two WCHR weeks including the \$100,000 WCHR Hunter Spectacular
- \$100,000 Pro Hunter Derby Finals + \$50,000 Non-Pro Hunter Derby Finals
- Weekly National Hunter Derbies



Where LEGENDS Emerge

USHJA YOUNG JUMPER CHAMPIONSHIPS

USHJA MARKEL/USHJA ZONE JUMPER TEAM CHAMPIONSHIPS

ADEQUAN® /USEF JUNIOR HUNTER NATIONAL CHAMPIONSHIP

USHJA MARKEL/USHJA PLATINUM JUMPER CHAMPIONSHIPS

FEI NORTH AMERICAN YOUTH CHAMPIONSHIPS

Silver Cup JUMPER TOURNAMENT

MAJOR LEAGUE SHOW JUMPING

THE AMERICAN GOLD CUP Traverse City MI



Coming in 2024: Longines FEI Jumping World Cup™ North American League Qualifier



Flintfields Horse Park

192 New FEI Stalls

Grand Prix
Village North

Olympic-Caliber Footing

Improved Paths

\$20+ Million
Invested Since 2020





Best Seat At the Show: VIP Club



Where HOSPITALITY Shines

 **400+** Weekly VIP Guests

 **580** VIP Tables Reserved

 **500+** Bottles of Veuve Popped!

 **550** Charcuterie Boards Shared



Weekly EXCITEMENT

45 Merchants

Shopping on Vendors Row and Grand Prix Lawn

40+ Sponsored Events

Signature Celebrations & Top Entertainment all summer



Shopping



Fun



Celebrations



Live Music





Where PARTNERS Bring the FUN

NetJets Bloody Mary Bar

A great way to celebrate

Veuve Clicquot Bar

Elevating the VIP Experience

The Short's Bar

New this year in the Cabana Coast Club

The Dam Shop Kids Arena

Joyful leaps all summer long

Thanks to our partners, there's no shortage of unforgettable moments.



In 2023 We...

Partnered For Change

3-Year Partnership with GFL Environmental 

Committed To Less Waste

Reduce, Reuse, Recycle

Provided Hydration Stations

Minimizing plastic bottle use

Continued Planting Trees

Over 100 trees in last 2 years

Received Seal Of Approval

We are a certified a MAEAP Farm

Set Solar Aspirations

Blueprints are underway for Carbon Reduction

**Bold
GREEN
Initiatives**

Help shape our green journey! Sponsor an initiative or share your transformative ideas and become integral to crafting a sustainable future.



Where Community Connects

78% Increase

New offerings boost ticket sales and attendance.

Peak Weeks

FEI North American Youth Championship, Major League Show Jumping, and American Gold Cup attract large crowds.

\$37,739 Donated

16 non-profits receive all general admission revenue.



2023 Non-Profit Partners

Accelerate the Care

Albion College

Cherryland Humane Society

District 3 Michigan 4-H Horse & Pony

Dolly Parton's Imagination Library GTR

Grass River Natural Area

Hospice of Michigan

Interlochen Center for the Arts

Paddle Antrim

Project Feed the Kids

TART Trails

TCAPS Student Support Network

Traverse Bay Children's Advocacy Center

Traverse Bay Pony Club

Veterans Inspiring Veterans



Where Equestrians Unite

70,000+ Attendance Over Season

Equestrians Increasingly Eyeing a Stop in Traverse City

46 States & 22 Countries

A Global Equestrian Destination

Top States by Exhibitor Origin

California, Illinois, Florida, Michigan, Texas

2023 STALL RESERVATIONS

Spring One	725
Spring Two	1,250
Spring Three	1,900
Junior Hunter Championships	1,425
GLEF One	1,810
GLEF Two	2,008
GLEF Three	1,980
GLEF Four	1,917
GLEF Five	1,876
GLEF Six	1,310
TOC One	905
TOC Two	1,130
TOC Three	1,135
Season Total	19,371



Social Reach



Top Post: Celebrating champion Moonwalk, a legend in the ring & on social.

FACEBOOK

Reach: **488,744** (+46% to 2022 Season)

Followers: **17,137** (+5%)

Average Engagement: **48** (+102%)

Engagement Rate: **7.2%** (4.4%, 2022)

Engagement rates above 6% indicate high content resonance showcasing a strong online community.

INSTAGRAM

Reach: **853,402** (+33% to 2022 season)

Followers: **27,278** (+10%)

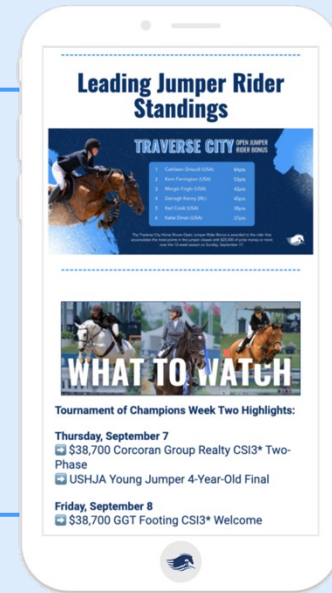
Average Engagement: **335** (+40%)

Engagement Rate: **9.7%** (8.9%, 2022)

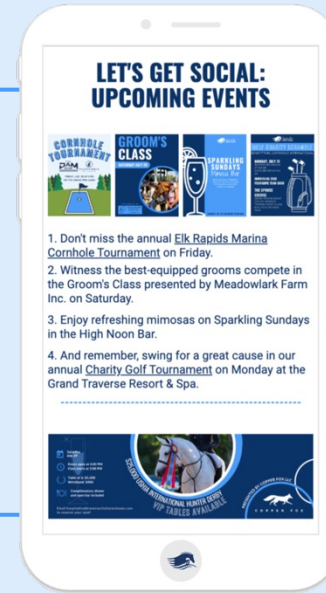


Weekly Newsletter & Event Coverage

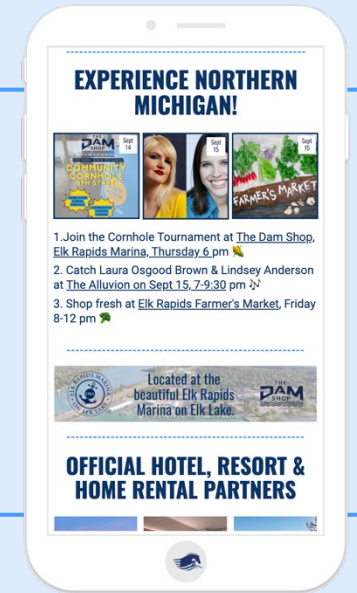
- Audience: **23k**
- Open Rate: **35.3%** (Events: 40+%)
- Click-Through: **1.50%**
- Unsubscribes: **0.07%** (Industry Avg: .5%)
- Devices: **68%** Computer | **30%** Phone | **2%** Tablet



Highlights



Events



Things to Do



Coverage Highlights

Showcasing athletes and events in real-time and through in-depth features.

Global Reach

- 112 Countries
- 4.2k Coverage Viewers

DATA: Vimeo.com/traversecityhorseshows

- 17,345* Live-stream Viewers
- 70,300* Live-stream Views

DATA: ShowGroundsLive

Major League Highlights: Additional
900k views across four platforms.



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Where Champions Beam



Great Streaming

Promoting Equestrian Sport

- **Consistent Coverage**
Weekly Grand Prix event features
- **Diverse Reach**
Spanning Print, Broadcast, Radio, and Digital
- **6.2 Million Local Impressions**
Earned media reflects surging local interest
- **Additional 10M+ Impressions**
Through Global Equestrian Media Partners
- **17 Media Partners**
Spotlighting the sport's every stride

THE *Equestrian* CATALOG *calling all Horse Girls* SIDELINES
HORSE & style THE CHRONICLE of the HORSE
MAGAZINE

ELITE
EQUESTRIAN®
Celebrating The Equestrian Lifestyle

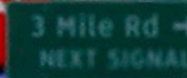
EQ
equestrian.com
EQUESTRIAN
LIVING

EQUINE
NETWORK



Media Day, 2023





Boosted Public Awareness



SAVE THE DATE

Traverse City Horse Shows

June 5–September 22, 2024

Traverse City Spring Horse Shows
Presented by Turtle Creek Casino & Hotel
June 5–23

Great Lakes Equestrian Festival
July 3–August 11

**Traverse City Tournament
of Champions**
September 4–22



**ADEQUAN®/USEF Junior Hunter
National Championship—East and
the Gladstone Cup Equitation Classic**
June 25–29

**FEI North American
Youth Championships**
July 31–August 4

**USHJA Young Jumper
Championships**
September 4–8

**Longines FEI Jumping World Cup™
North American League Qualifier**
September 11–15

Major League Show Jumping
July 24–28 | September 18–22

The American Gold Cup
September 18–22



THANK YOU

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