



2024 Recap Report

# TRAVERSE CITY HORSE SHOWS

## Dear Friends & Partners,

On behalf of the Traverse City Horse Shows team, thank you for being a part of our 2024 season! This year marks a special milestone – ten years of Traverse City Horse Shows! From just four weeks of national competition in 2015 to 13 weeks of top international sport and championship events – we've come a long way!

Over the past ten years, our team has worked hard to re-invest in the venue, to elevate the level of sport and to provide an exceptional experience for our participants, partners and spectators. While we are proud of the progress, we know it was only possible because of the support of our partners and friends.

Thank you for being a part of TCHS and for believing in our vision of making Traverse City the top destination for equestrian sport in North America! We can't wait for the next ten years!

With gratitude,

*Your friends at TCHS*





# '24 HIGHLIGHTS

**13 weeks**

of competition

**\$7+ million**

in prize money

**5,000+**

participants

**70,000 +**

attendance

**Two CSI5\***

weeks in the fall





# CHAMPIONSHIP SEASON

## TRAVERSE CITY SPRING HORSE SHOW Presented by Turtle Creek Casino & Hotel

- USHJA Green Hunter Incentive Regional Championship
- USHJA Int. Hunter Derby Regional Championship – Central
- USHJA Zone Jumper Team & Platinum Jumper Championship
- \$100,000 WCHR Central Hunter Spectacular

## GREAT LAKES EQUESTRIAN FESTIVAL Presented by B&D Builders

- World Championship Hunter Rider Week
- \$25,000 USHJA International Hunter Derby
- FEI North American Youth Championship

## TOURNAMENT OF CHAMPIONS

- USHJA Young Jumper Championship & Silver Oak Jumper Tournament
- Longines FEI Jumping World Cup™ Qualifier CSI5\*
- American Gold Cup & Major League Show Jumping CSI5\* & 2\*

## ADEQUAN/USEF JUNIOR HUNTER NATIONAL CHAMPIONSHIP - EAST





# FLINTFIELDS HORSE PARK

Each year, TCHS makes significant strategic improvements to enhance the experience and add amenities for our competitors and partners.

Grand Prix Village North

New permanent barns in  
2023 & 2024

Elegant hospitality &  
areas to relax

Main roads redone with  
asphalt to reduce dust

\$25 Million in  
improvements since 2020

World class rings with  
GGT Footing





# GREAT PARTNERS

Our partners are an invaluable part of our event, providing the support, collaboration and inspiration we need to create meaningful experiences and memories for our participants and their families, as well as spectators and other partners.

Some of our favorite activations include:

- NetJet's Summer Celebration & Bloody Mary Bar
- Spritz-tacular hosted by UBS
- The Dam Shop Kids Jump Arena
- Elk Rapids Marina Winner's Circle
- Fresh Donut Bar sponsored by Dechra & Osphos
- Grand Prix Bingo sponsored by Alltech





# BESPOKE HOSPITALITY

TCHS hospitality opportunities offered great spaces for riders and partners to relax, network and enjoy the show

- Private tables and individual wristbands in the VIP Club included breakfast, lunch and drinks daily
- The Overlook on the 2<sup>nd</sup> story of the VIP Club offered a new ticketed hospitality experience and space for corporate events
- The boxes in the Cabana Coasted remained a popular option for small groups to enjoy the Grand Prix together
- New hospitality areas, including the FEI Grooms Lounge and Pony Polooza provided grab n' go snacks and drinks daily to exhibitors and grooms

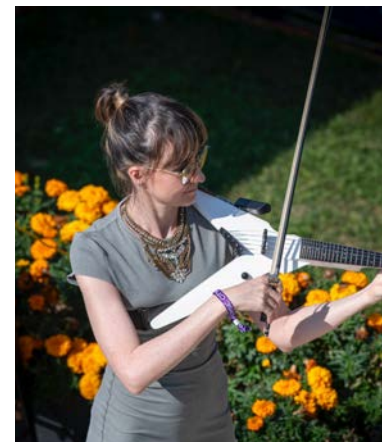
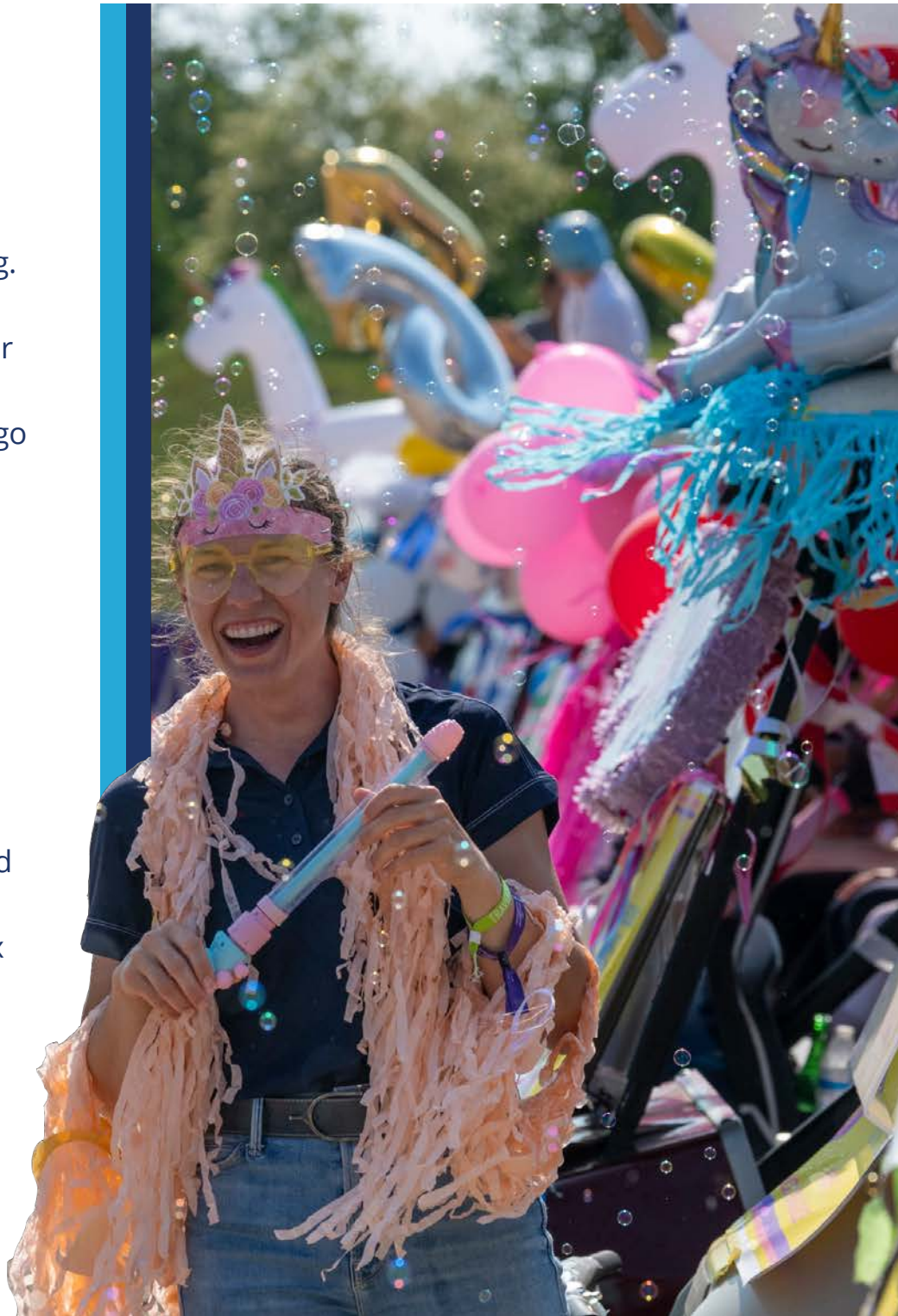




# FUN FOR ALL

At Traverse City we make memories beyond the show ring. Some of our favorites include...

- Dunk tank fun at the 10-Year Celebration of TCHS
- Happy Hour with Music Bingo each Friday
- New Pony Polooza area hosted pizza parties, ice cream socials, crafts and more each weekend
- NAYC Parade of Nations & Welcome Party featured a mechanical bull, DJ, food trucks and games for all
- Golf cart parade, poster making, ice cream social and media training for NAYC
- Music during the Grand Prix each Sunday
- Riders Lounge with snacks, drinks and candy bar for NAYC and the JHNC





# BOUTIQUE SHOPPING



43 Vendors in 2024



# NORTH AMERICA'S PREMIER SUMMER EQUESTRAIN DESTINATION

**47** States + **29** Countries

**26%** from the Midwest  
(MI, IL, IN, WI, OH)

**2,200+** Stalls on biggest weeks

Average length of stay  
is **33 days**

## Top 10 States:

1. Florida (616)
2. Michigan (306)
3. Texas (292)
4. Illinois (265)
5. California (188)
6. Ohio (145)
7. New York (142)
8. Virginia (106)
9. Pennsylvania (104)
10. Missouri (92)

**2024 Countries:** Ireland, USA, Israel, Colombia, Canada, Saudia Arabia, Great Britian, Sweden, Portugal, Venezuela, Brazil, Lebanon, Puerto Rico, Germany, Belgium, Spain, Bolivia, Jamaica, Denmark, Jordan, Chile, Ecuador, Japan, Honduras, Guatemala, Mexico, Australia, Netherlands





# COMMUNITY ENGAGEMENT

45% GROWTH

Strong community support drives strong growth in ticket sales over the season

\$50,000+ DONATED

to 12 local non-profits via TCHS' Charity Ticket Program and to JustWorld International

COMMUNITY PARTNERS PROGRAM

Offers small local businesses a way to connect with exhibitors and spectators via our onsite concierge desk.





# SOCIAL MEDIA



**18.4K** Followers  
**1.3M** Reach  
**3.1%** Engagement Rate



**24.9K** Followers  
**469.6K** Reach  
**3.86%** Engagement Rate



**446** Subscribers  
**122.5K** Views  
**2,100** Total Watch Time YTD



**Cision Monitoring**  
**5.6K** Total Mentions  
**261K** Total Impressions  
**25M** Total Reach  
**1.2K** Unique Authors





# MEDIA + ADVERTISING

**802** Media Mention YTD with 51 Headline Features

**732** Million total readership across platforms

**\$1.4** million earned media value\*

**Editorial Coverage:** Jumper News, Yahoo Sports, The Times of Israel, Traverse City Record Eagle, Traverse Northern Michigan, Yahoo News, Realtor, Daily Mail Online

**Paid Media Partners:** 910 Media, Traverse City Record-Eagle, Traverse City Ticker Digital and Traverse City Tourism

## EMAIL MARKETING

We engage an audience of 23,000 through weekly newsletters, sponsor features and competition coverage.

**29.91%** Average Open Rate

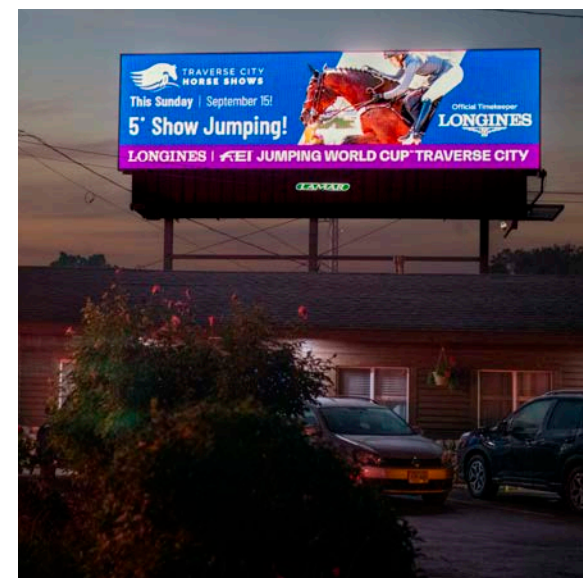
**2.37%** Average Click Rate

**Campaign Performance:**

Newsletters: 32.88% Open Rate + 2.82% CTR

Sponsor Features: 27.95% Open Rate + 0.70% CTR

Competition Updates: 28.90% Open Rate + 3.59% CRT







# BROADCAST + LIVE STREAM

## GLOBAL COVERAGE

- Wall-to-wall coverage of all competition rings on **ClipMyHorse.tv**
- CSI4\* Southern Arches Grand Prix broadcast on **ESPN3**
- USEF Junior Hunter National Championship & USHJA Gladstone Cup streamed on **USEF Network**
- FEI North American Youth Championship streamed on **USEF Network & FEI TV**
- \$340,000 Longines FEI World Cup broadcast on **CBS Sports** and live in 23 countries around the world

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## BY THE NUMBERS

- **366,197 Video Views** over the season
- **75,000+ Unique viewers** over the season
- **59 Minutes** was the average watch time in the US
- Watched in **121 countries** – Top countries include USA, Canada, Netherlands, Belgium, UK, Germany, France, Ireland, Mexico & Switzerland



# SAVE THE DATES

## TRAVERSE CITY SPRING HORSE SHOW Presented by Turtle Creek Casino & Hotel *June 4 – 22, 2025*

- USHJA Green Hunter Incentive Regional Championship
- USHJA Int. Hunter Derby Regional Championship – Central
- USHJA Zone Jumper Team & Platinum Jumper Championship
- *Three weeks of FEI*

## GREAT LAKES EQUESTRIAN FESTIVAL Presented by B&D Builders *July 2 – August 10, 2025*

- World Championship Hunter Rider Week
- \$100,000 WCHR Central Hunter Spectacular
- \$25,000 USHJA International Hunter Derby
- FEI North American Youth Championship
- *Six weeks of FEI*

## TOURNAMENT OF CHAMPIONS *September 3 – 21, 2025*

- \$100,000 3'6 Equitation Final + \$50,000 3'3 Equitation Final
- USHJA Young Jumper Championship & Silver Oak Jumper Tournament
- Longines FEI Jumping World Cup™ Qualifier CSI5\*
- American Gold Cup & Major League Show Jumping CSI5\* & 2\*
- *Three weeks of FEI*





**THANK YOU**  
*See you in 2025!*

