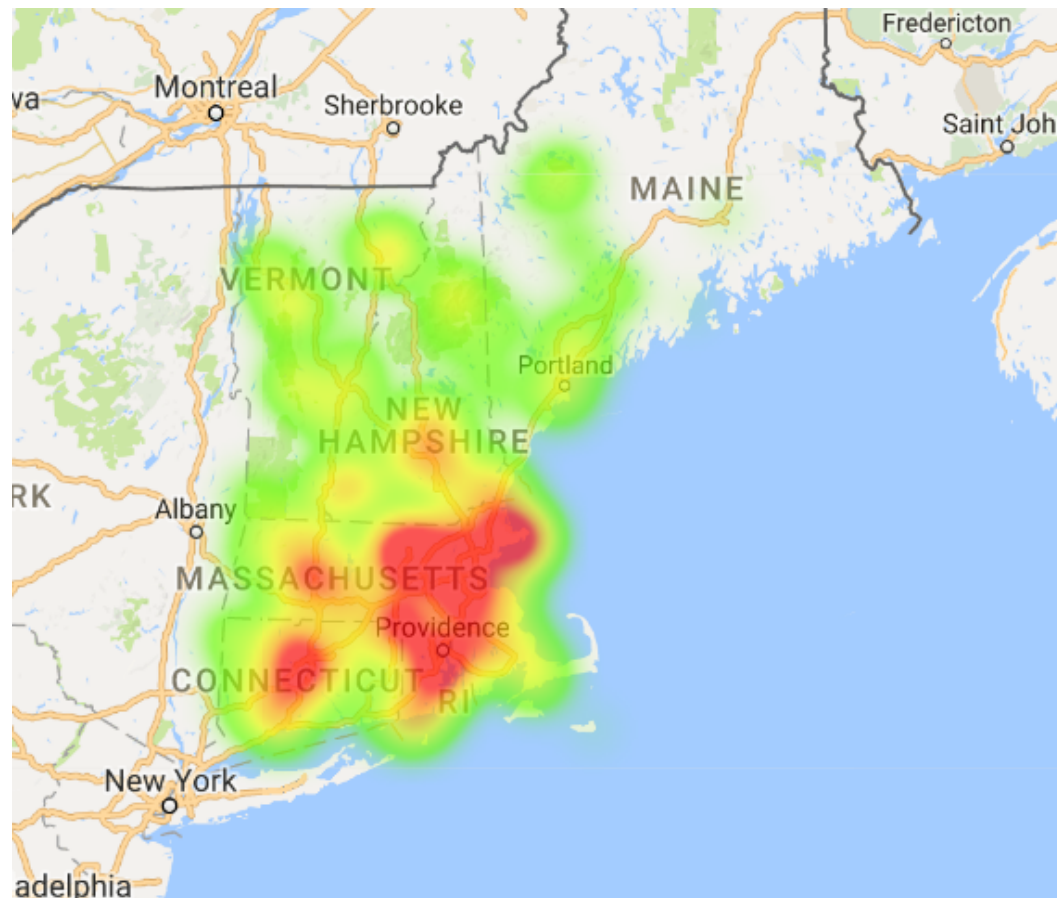




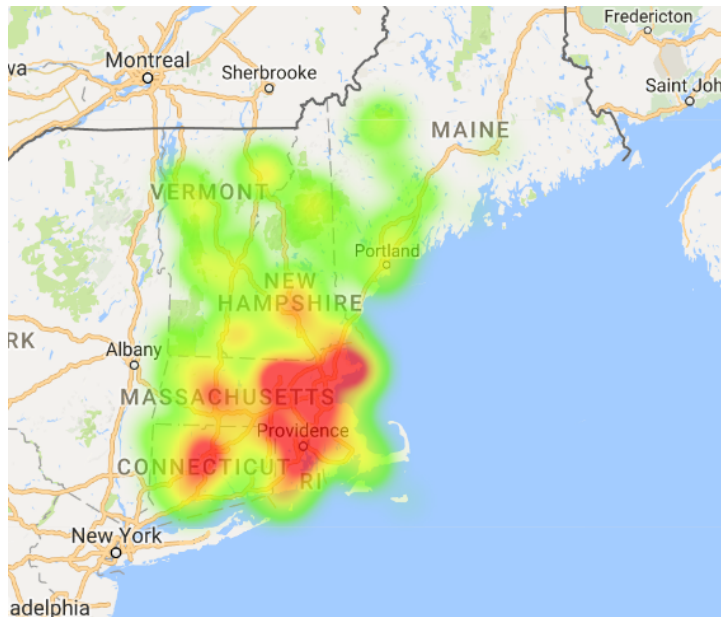
# New England Registration Trends

**Colin Reuter**  
**BikeReg.com**  
**crossresults.com**  
**Various Weasel events**

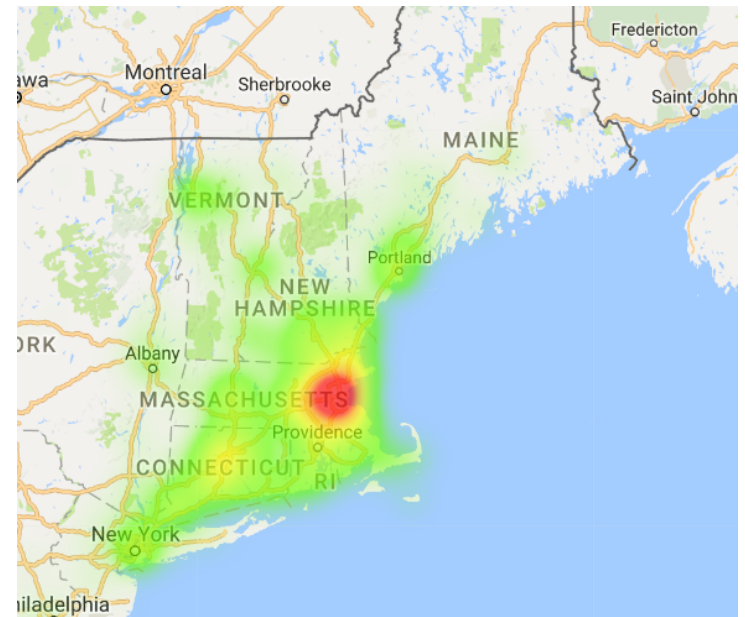


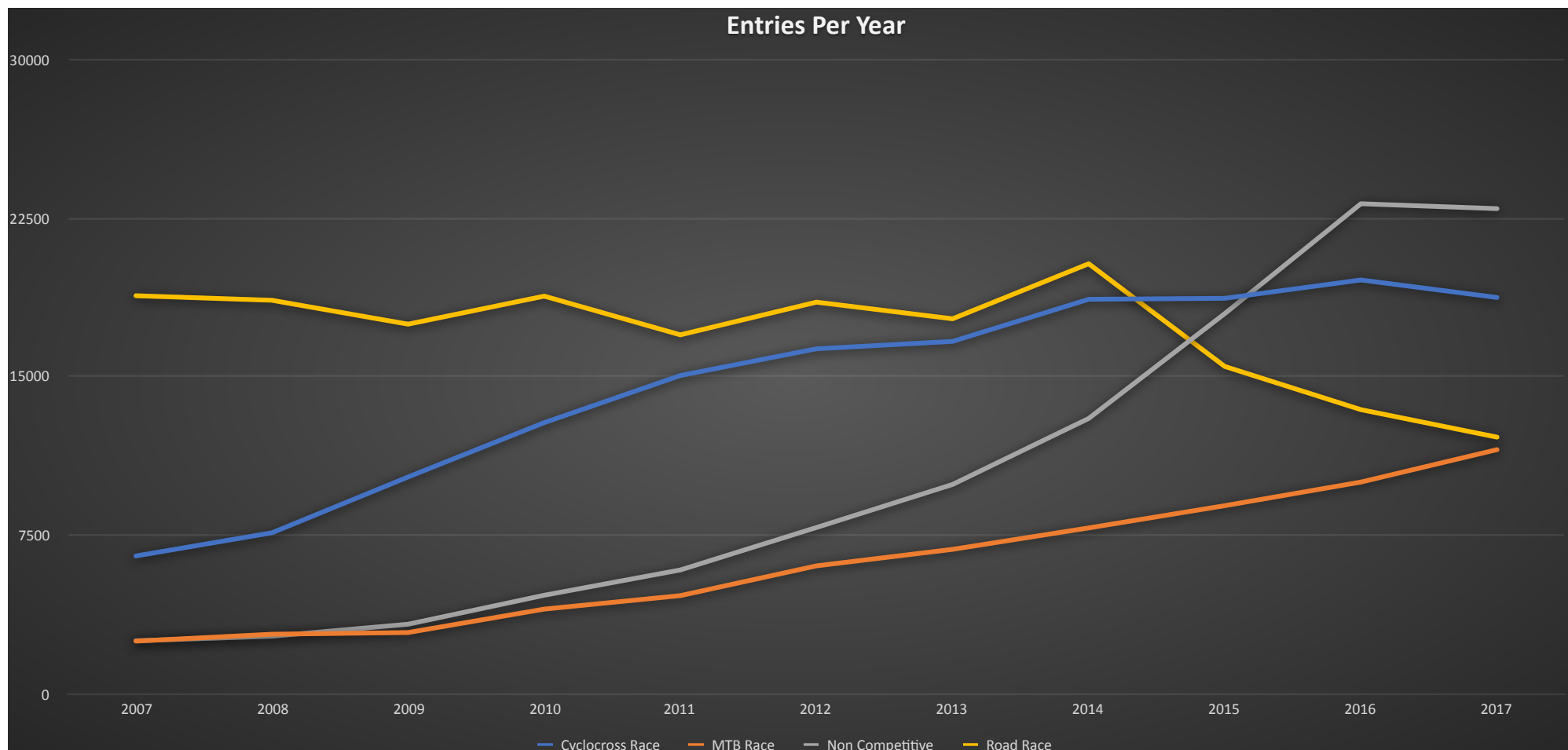
# Dataset: 544 New England cycling events listed on BikeReg in 2017

Events

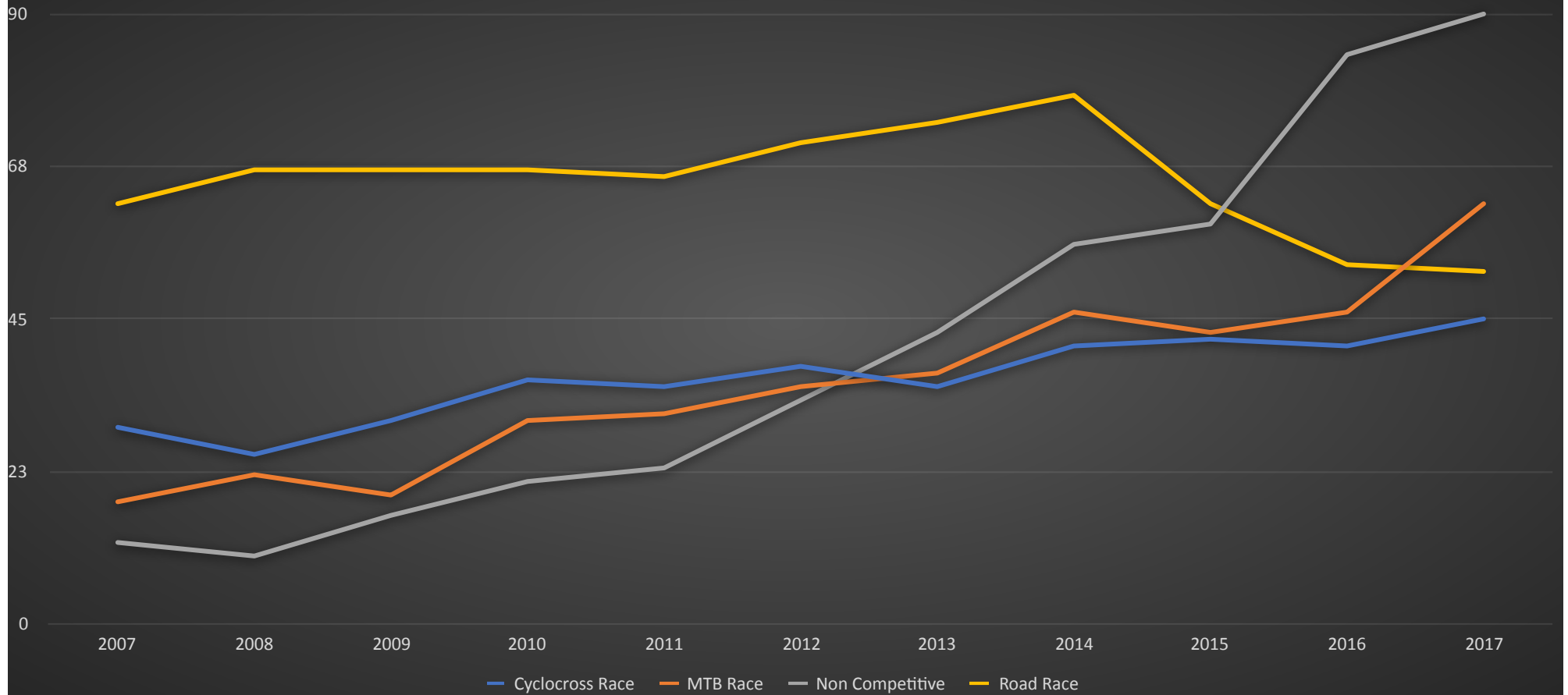


Riders

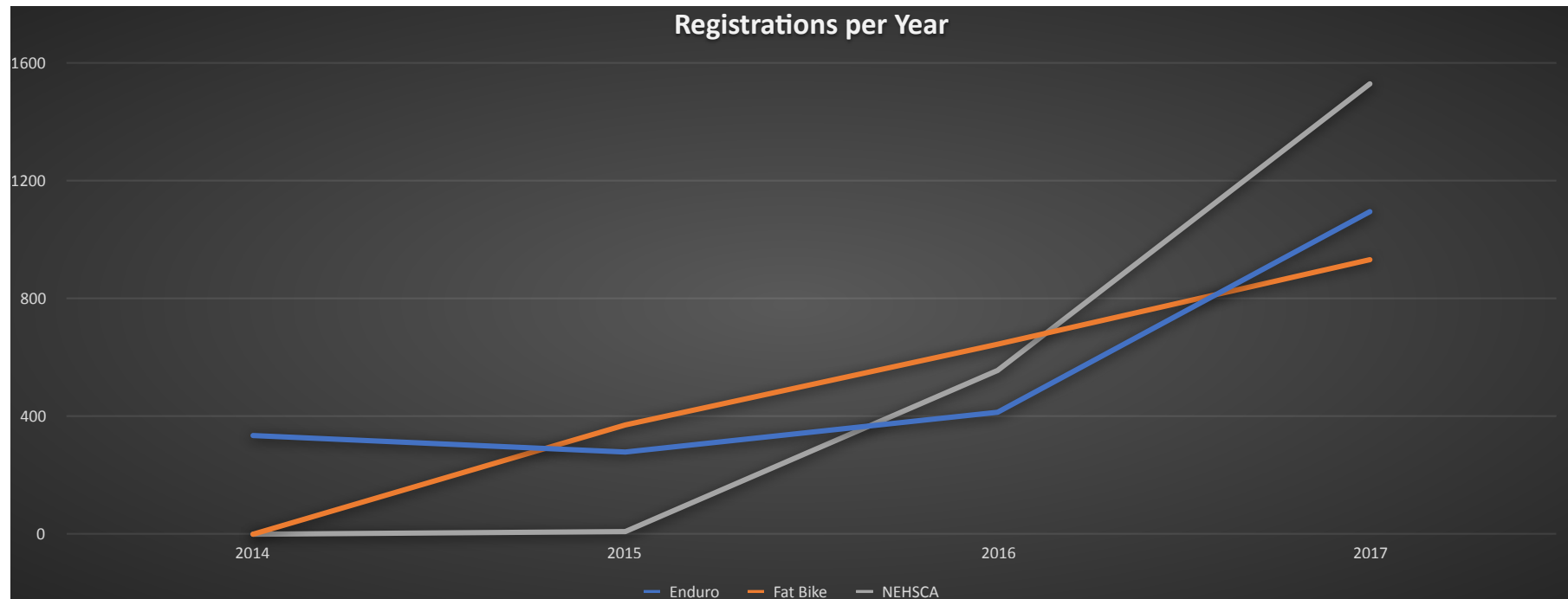


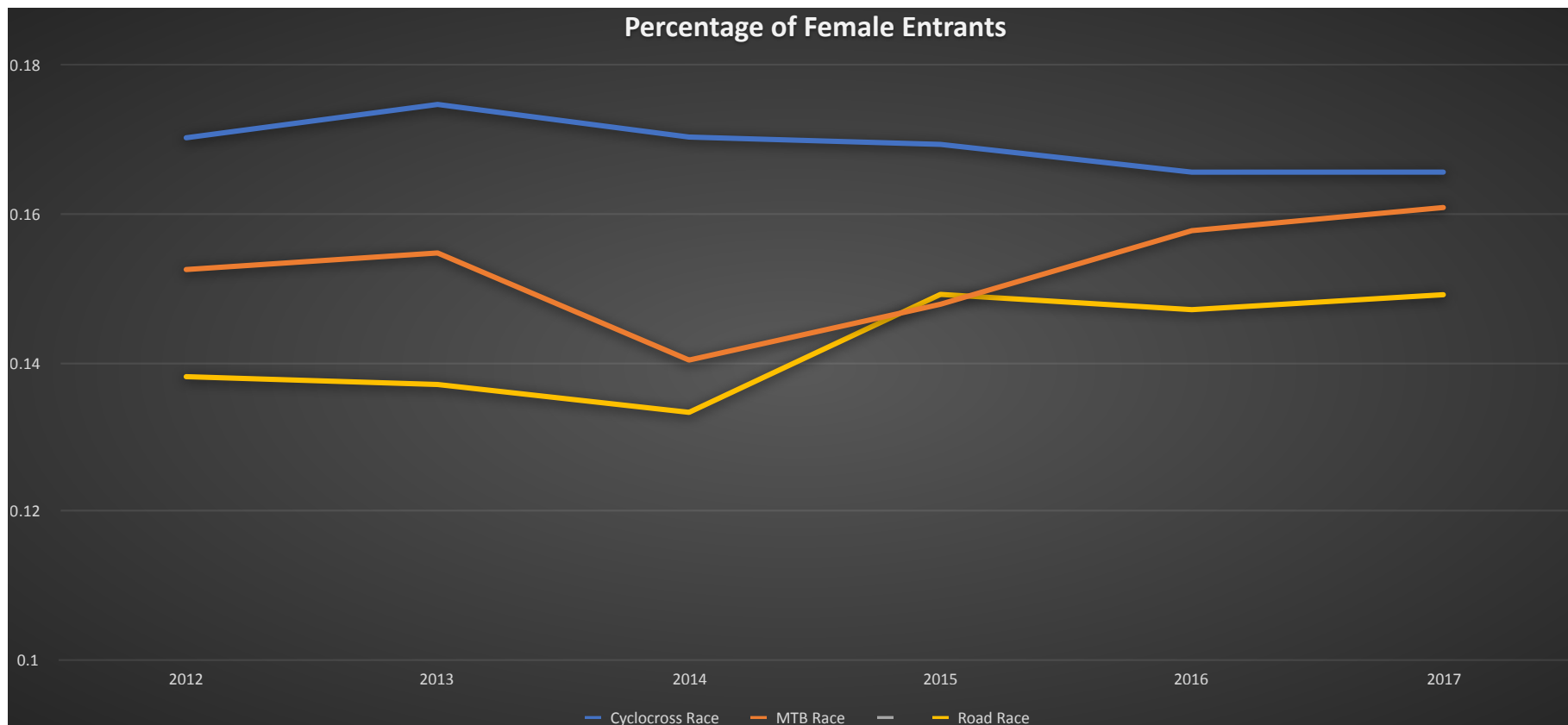


Events with more than 50 registrants, by year

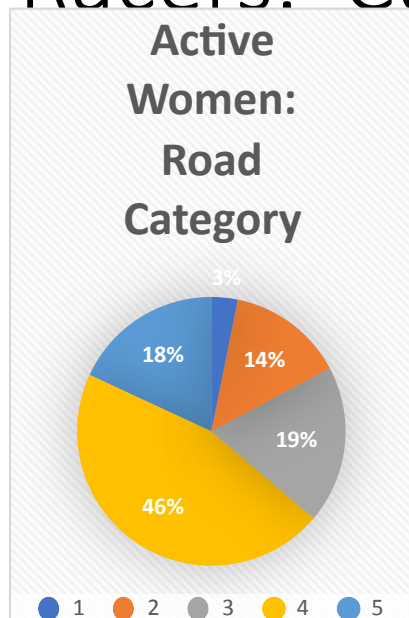


# Things change fast!

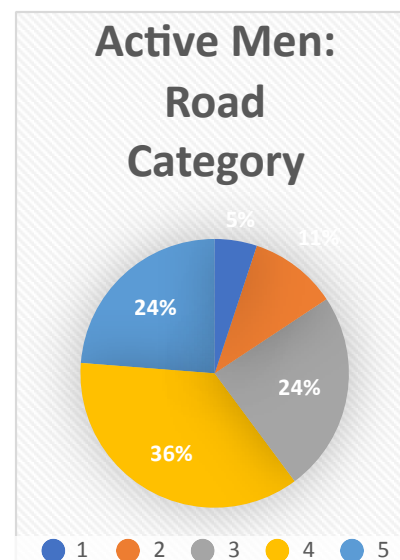




# Active Racers: Current Road Category



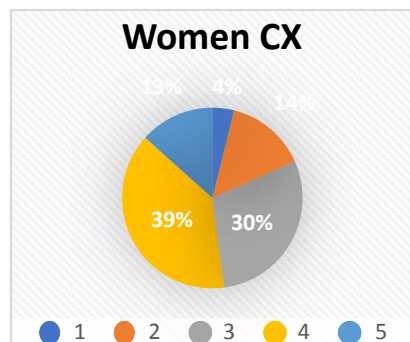
Total Riders: 221



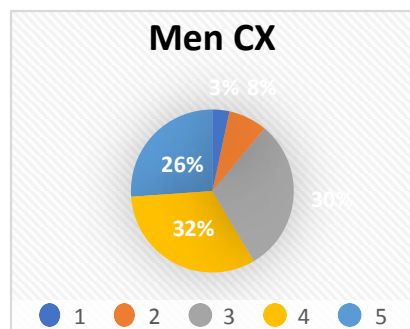
Total Riders: 1361



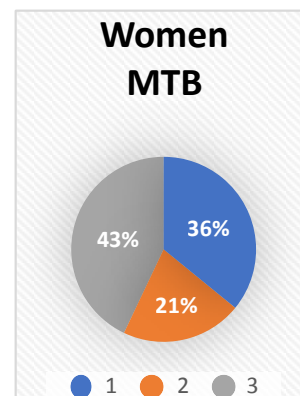
# CX and MTB categories



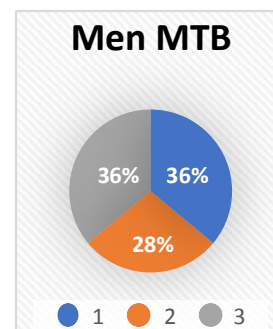
284 riders



1623 riders



170 riders

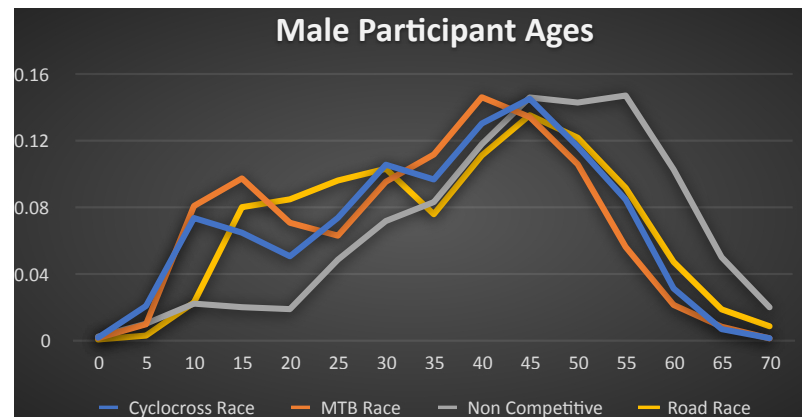
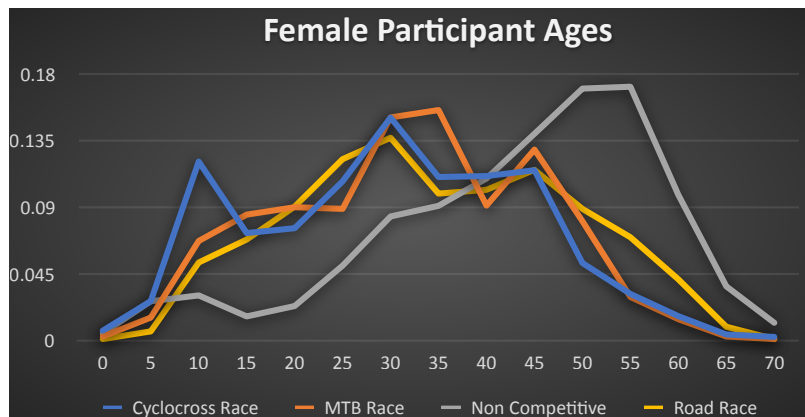


968 riders

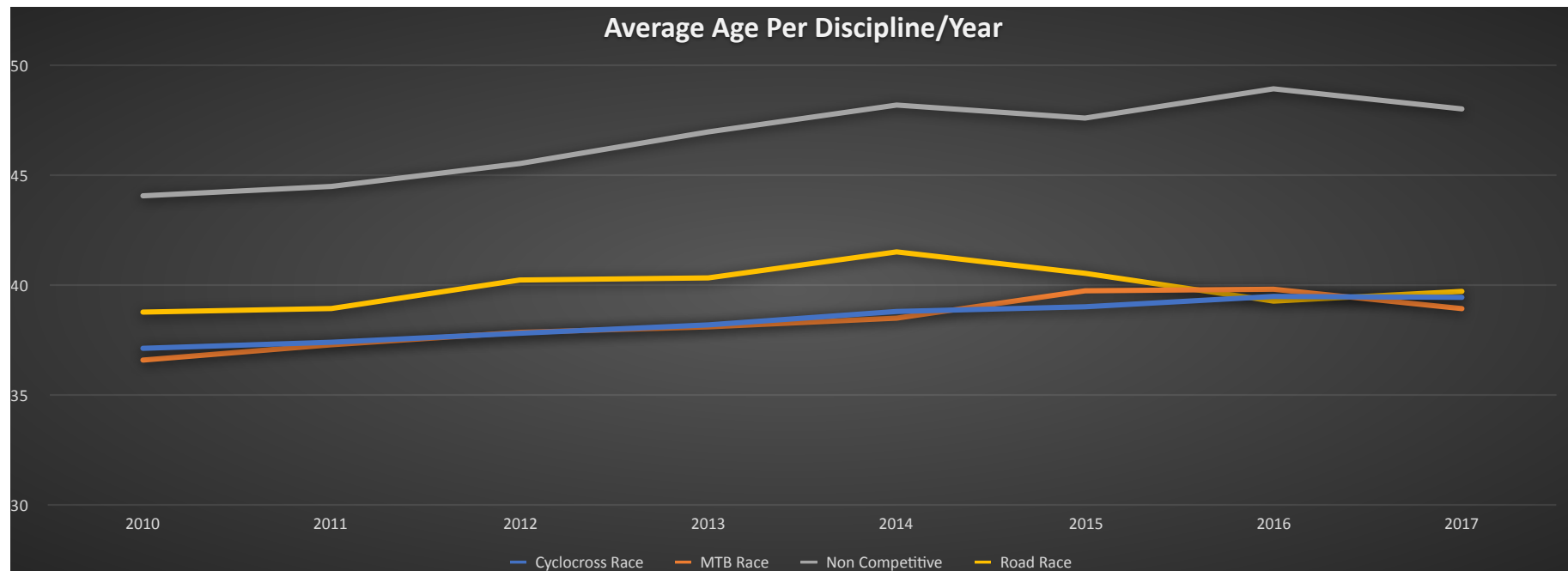




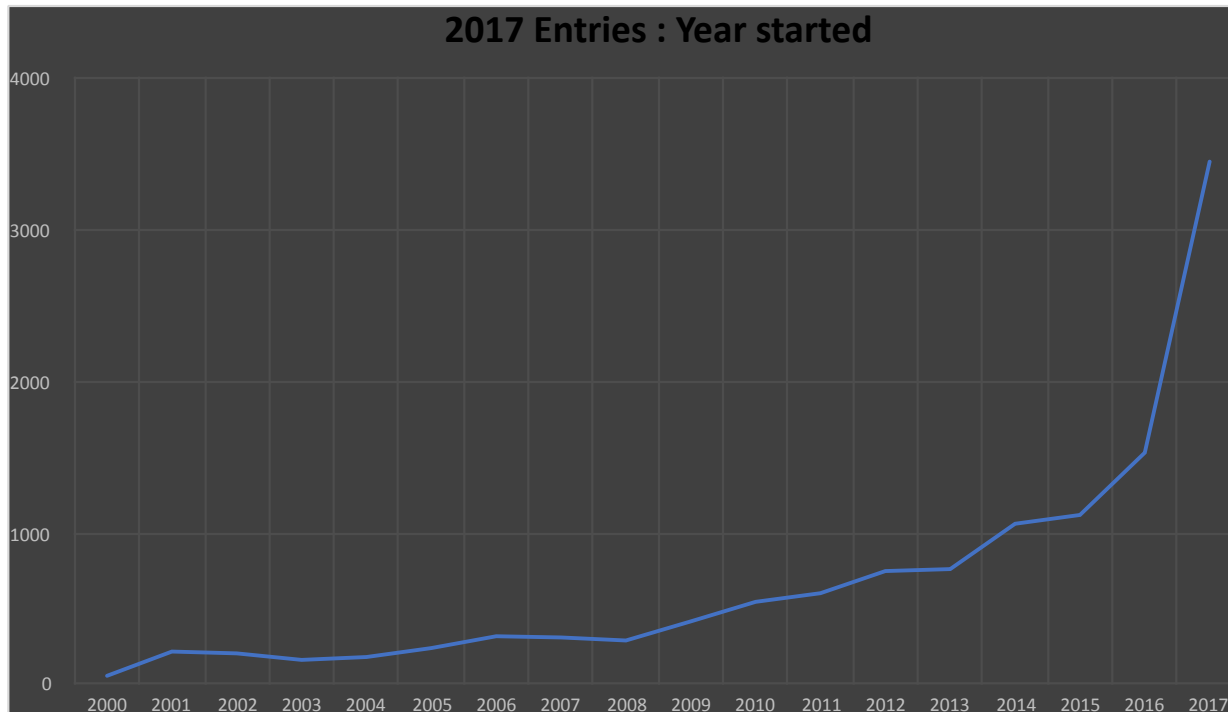
# Participant Ages



# Average Age over Time



# People racing in 2017: When did they start?

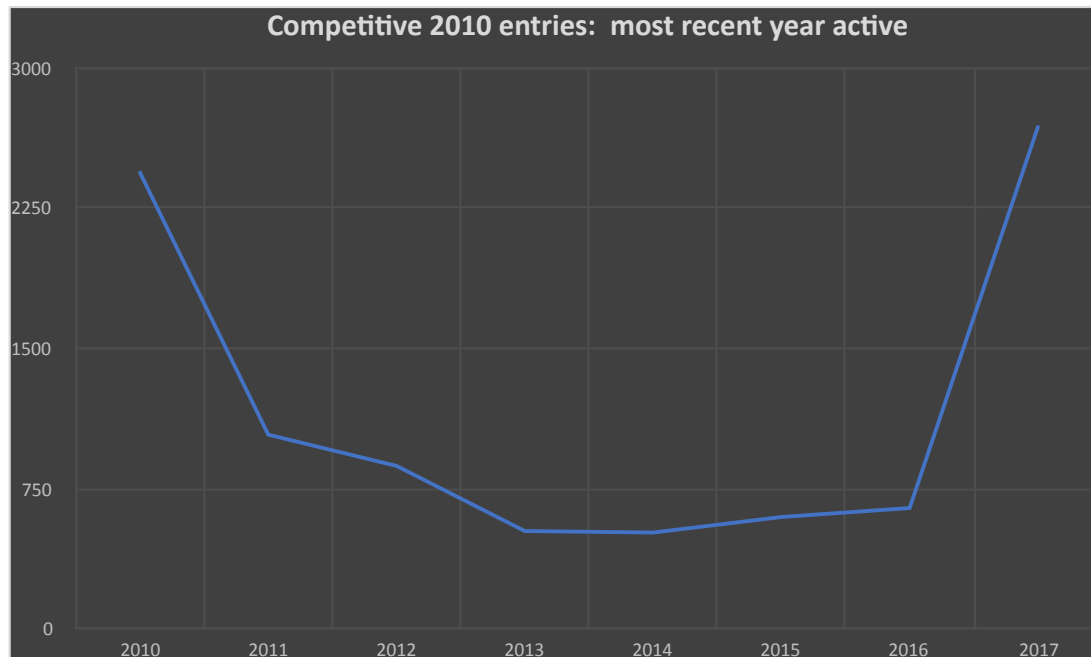


Out of 12100 racers, 3500, 29% were New in 2017

6000 people have started racing in the Last 3 years, and 6000 started before that



# People who raced in 2010: where are they now?

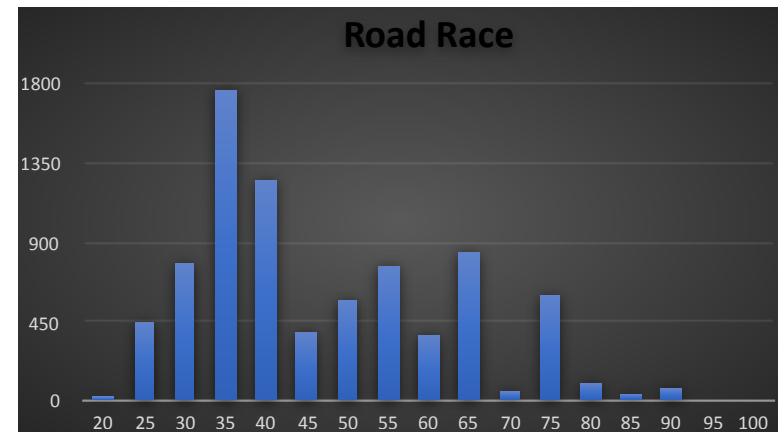
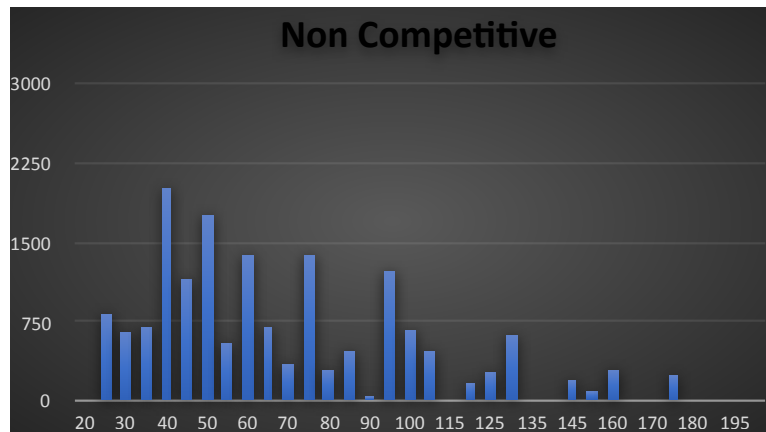


Out of 9300, 2400 never raced again (25%)

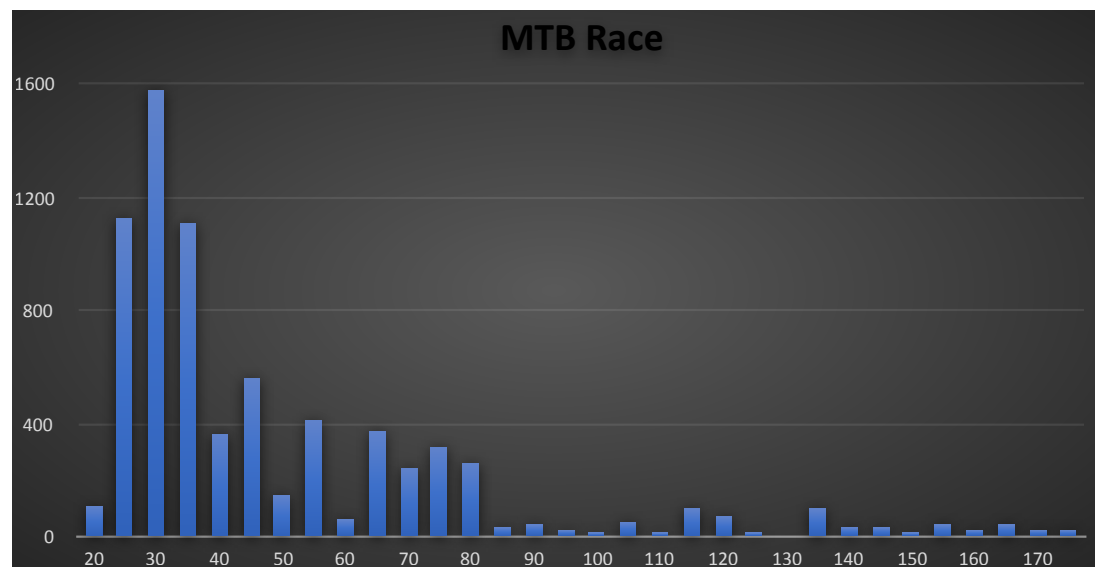
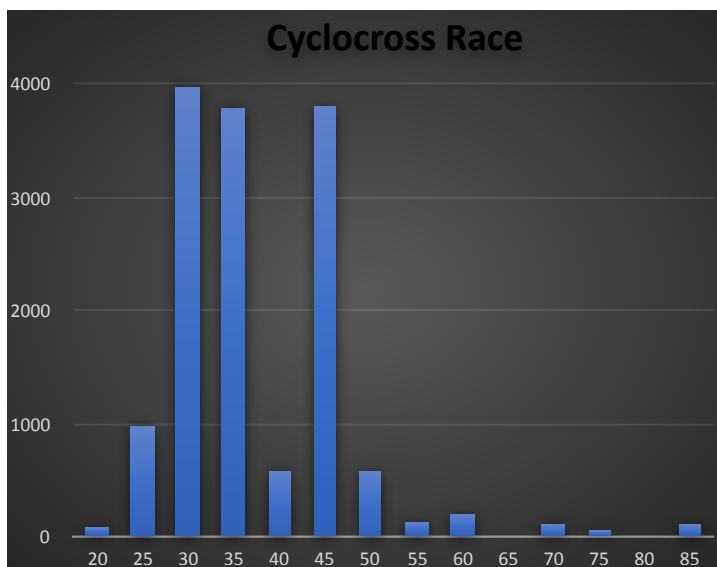
2700 registered for a competitive event in 2017 (29%)



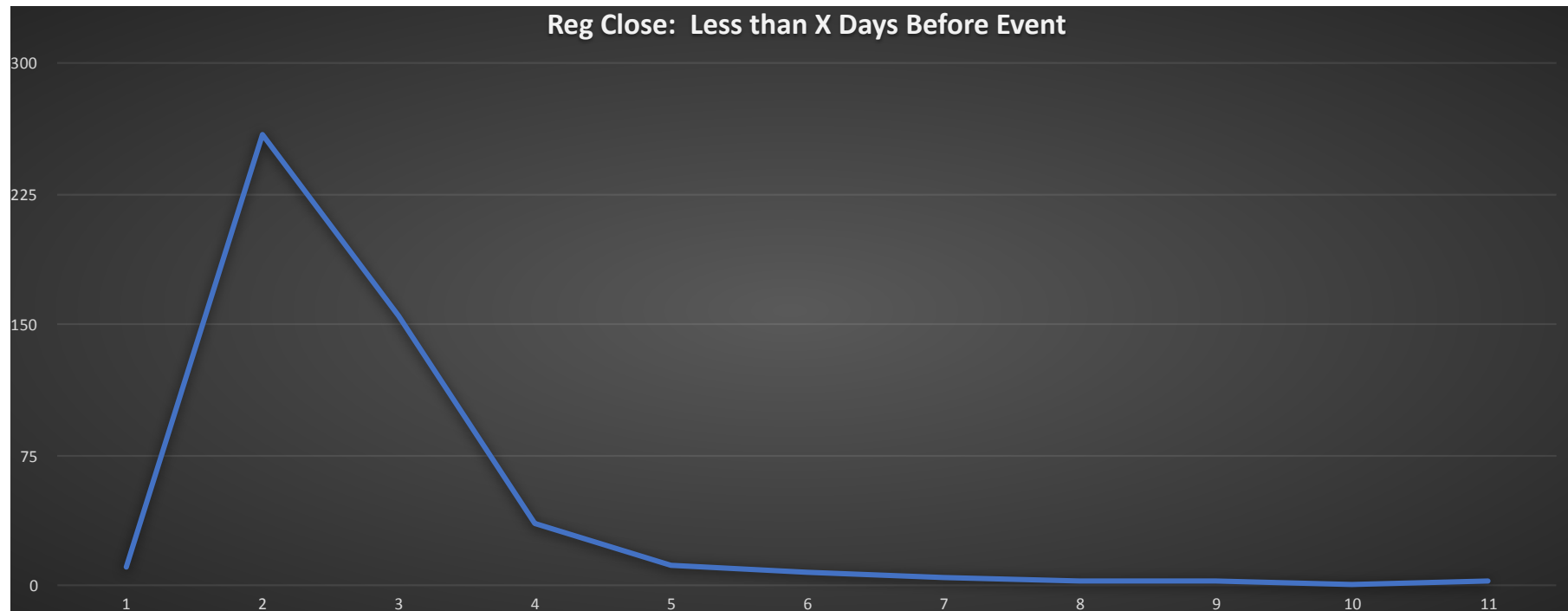
# Entry Fees: Rec Ride and Road (stage races excluded)

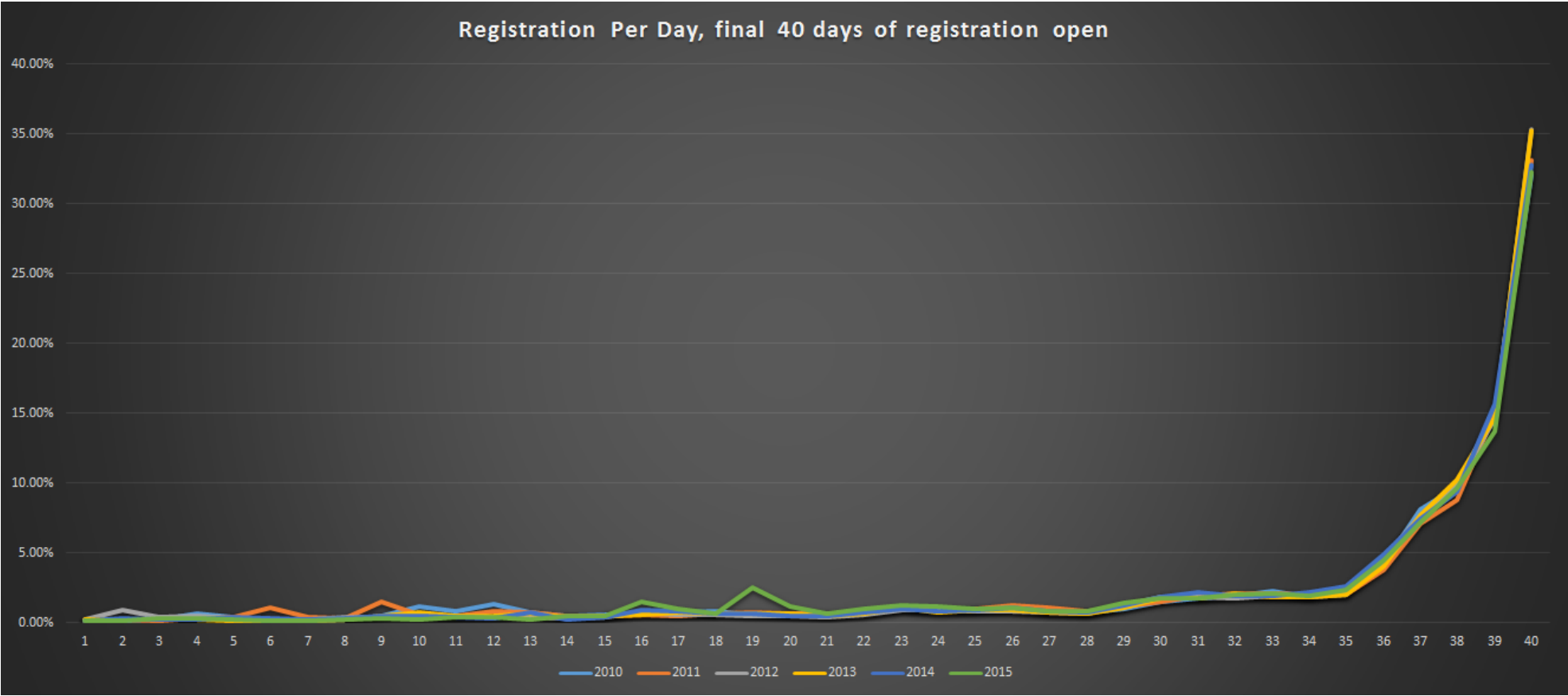


# Entry Fees: CX and MTB



# Registration Closing Times







# Fun Facts!

- ~71% of race registration happens in the final week
- ~33% of race registration happens in the final day
- ~ 5% of race registration happens in the final *HOUR*

Racers are NOT getting better at registering late – for the last six years, final-day registration has been between 32 and 35%

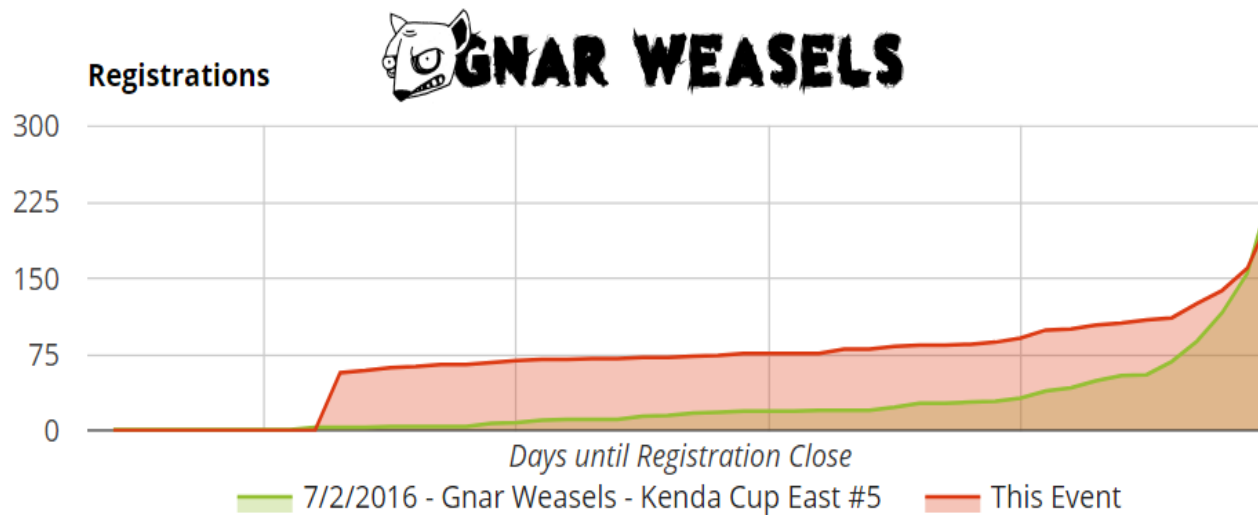


# Why don't people register early?

- Why don't you pay your rent/mortgage/cell phone bill early?
- People have calendars, phone reminders, and habits
- Registering early for events that don't fill is *objectively worse for participants*
  - Plans change, injuries/sickness happen
  - Refunds are iffy
  - Liquid assets are always preferable!



# Block Pricing is probably worth experimenting with



My Events » Gnar Weasels - Kenda Cup East #4 » Edit Elite Men

General

Sanctioning Bodies

Team Setup

Fee Schedule/Block Pricing

