

mozart
100



16.06.2018

Salzburg / Ultra / Trail

Summary Feedback Participants

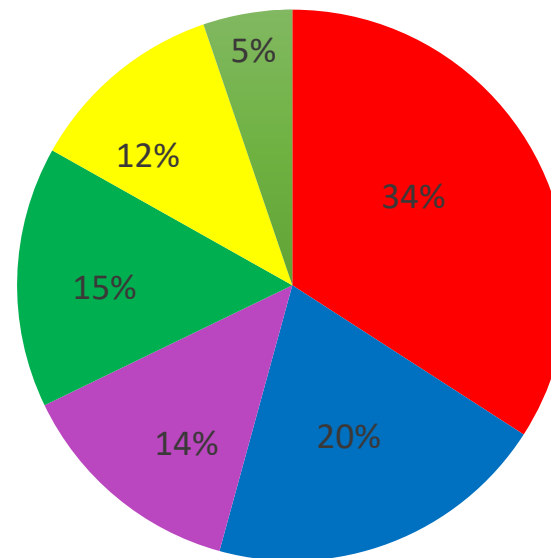
Detailed Online-Survey*
26.June until 17 July 2018

* n = 587

**Enormous feedback of participants.
587 surveys!**



What competition did you participate in?

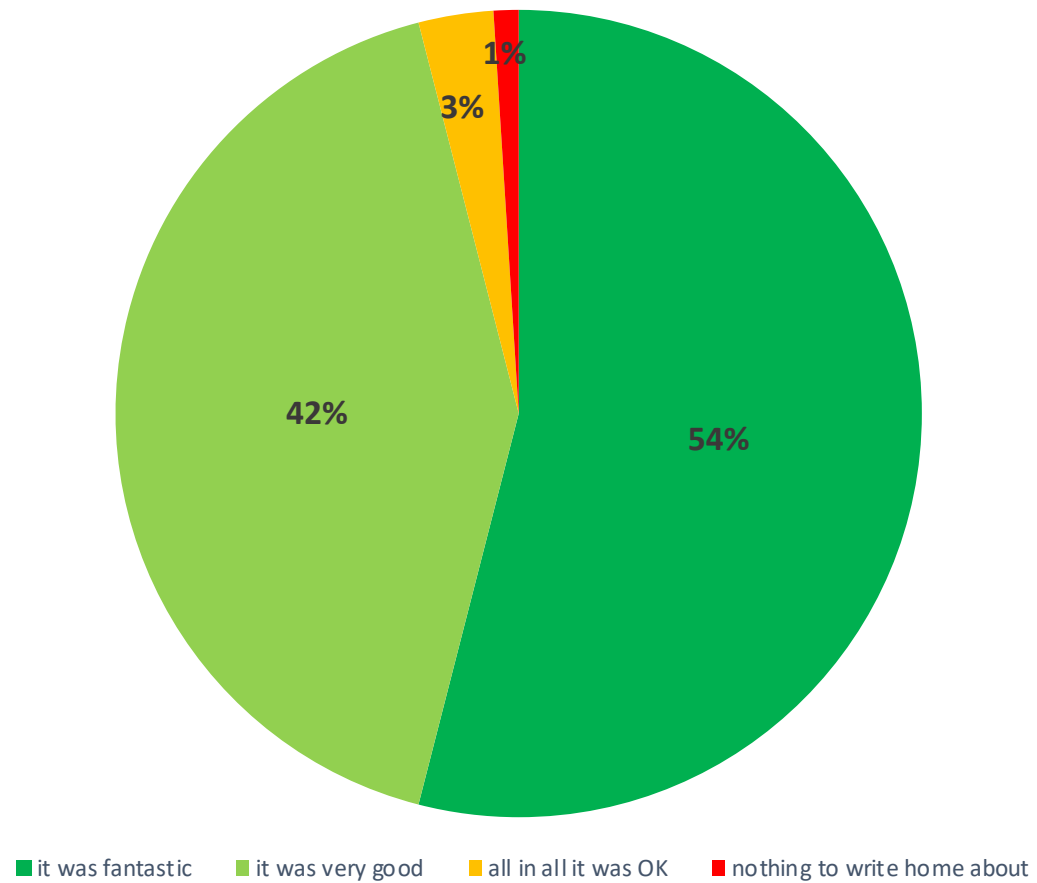


■ mozart 100 ■ mozart Ultra ■ mozart Marathon
■ mozart Light ■ mozart Halfmarathon ■ mozart City Trail

Excellent overall feedback.

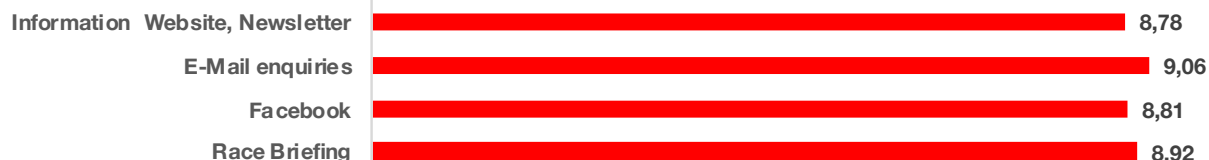


How was your overall experience with mozart 100®?



The feedback in detail. (10 = top, 1 = flop)

Participants feel very well informed prior to the event.



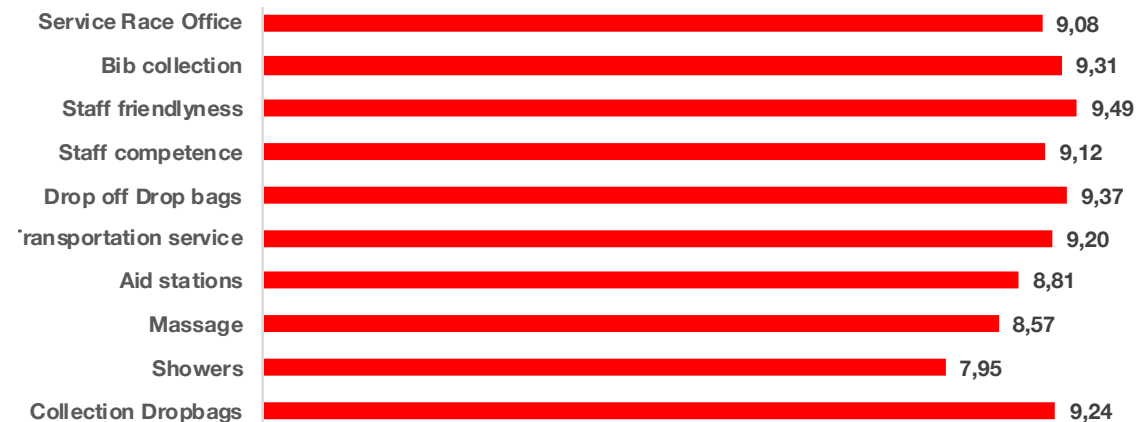
Start-/finish area at Kapitelplatz Square is great.



High appraisal of course and landscape.

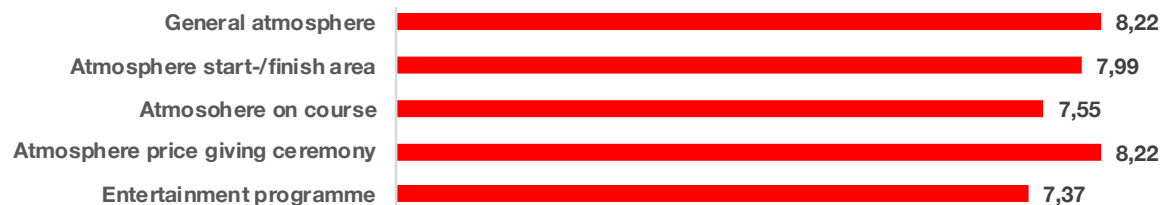


Top service is important for us - and highly valued by our athletes.



The feedback in detail. (10 = top, 1 = flop)

Good atmosphere makes a difference.



Orientation and supply are good with room for perfection.



Safety is a top priority.

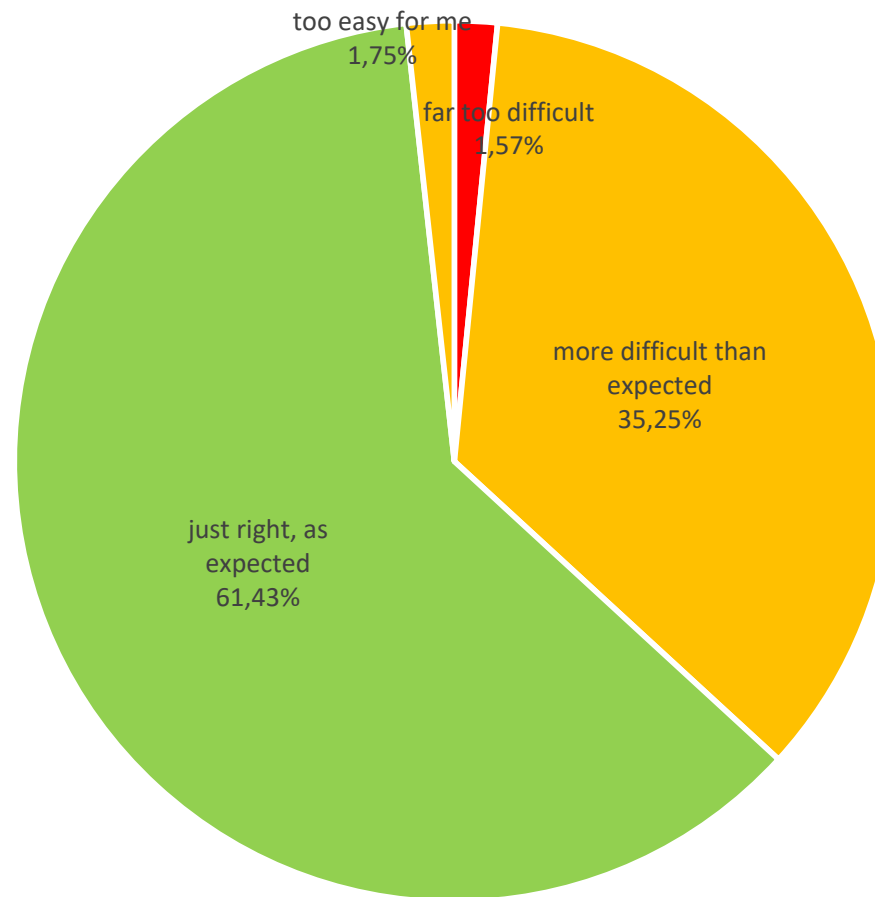


Sustainability is not just a catchphrase with mozart 100®.



Challenging course.

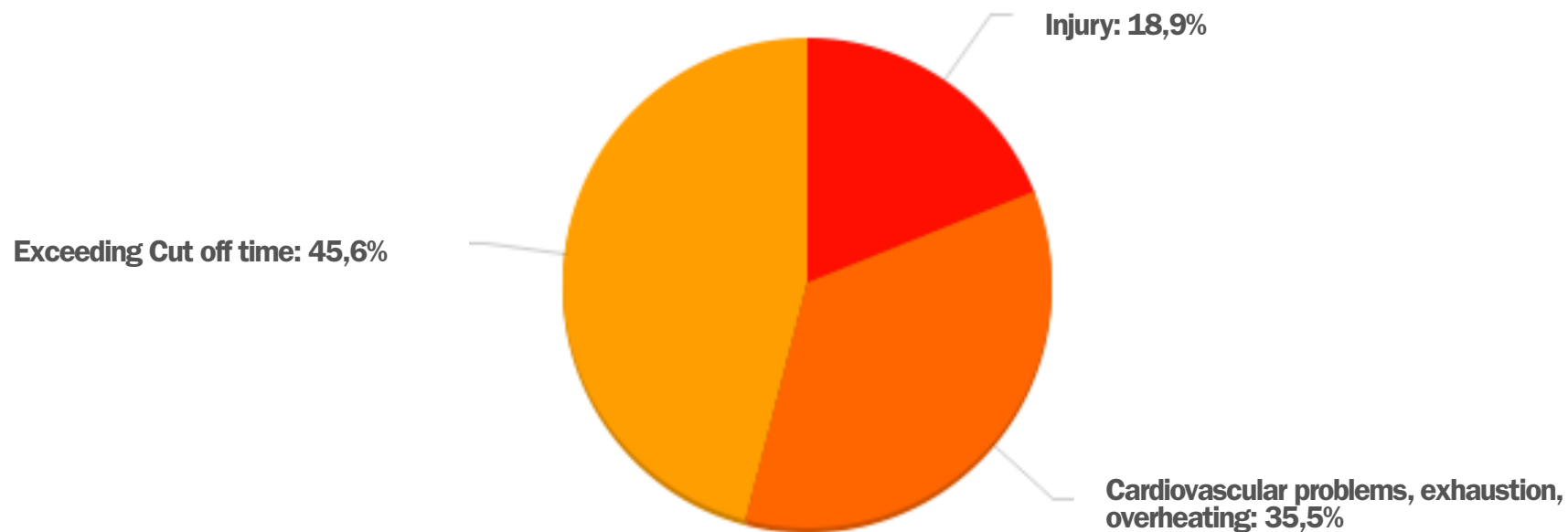
How did you experience the difficulty of the course?



Finisher rate mozart 100 competition: 71%



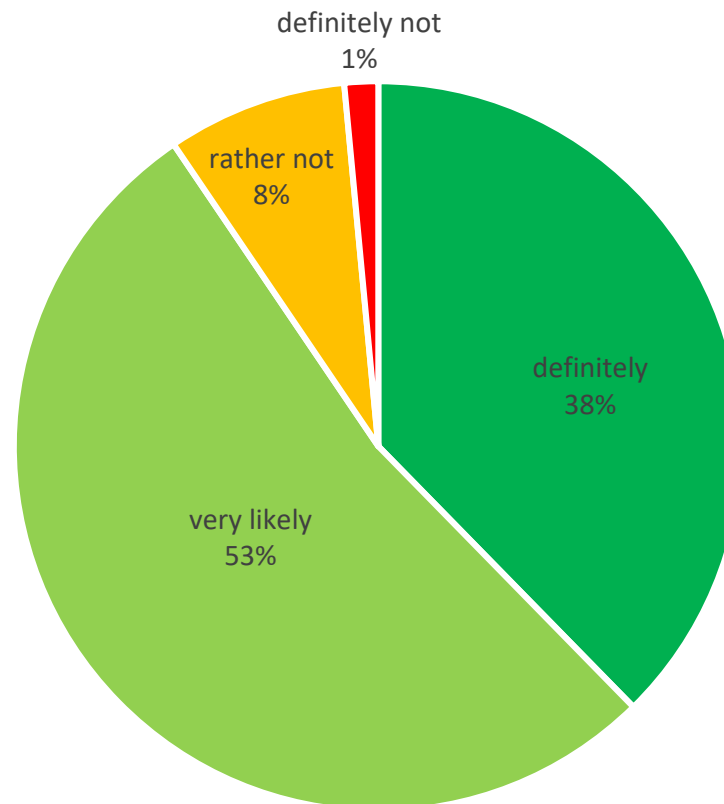
Reason for not finishing



Many of the participants will return.



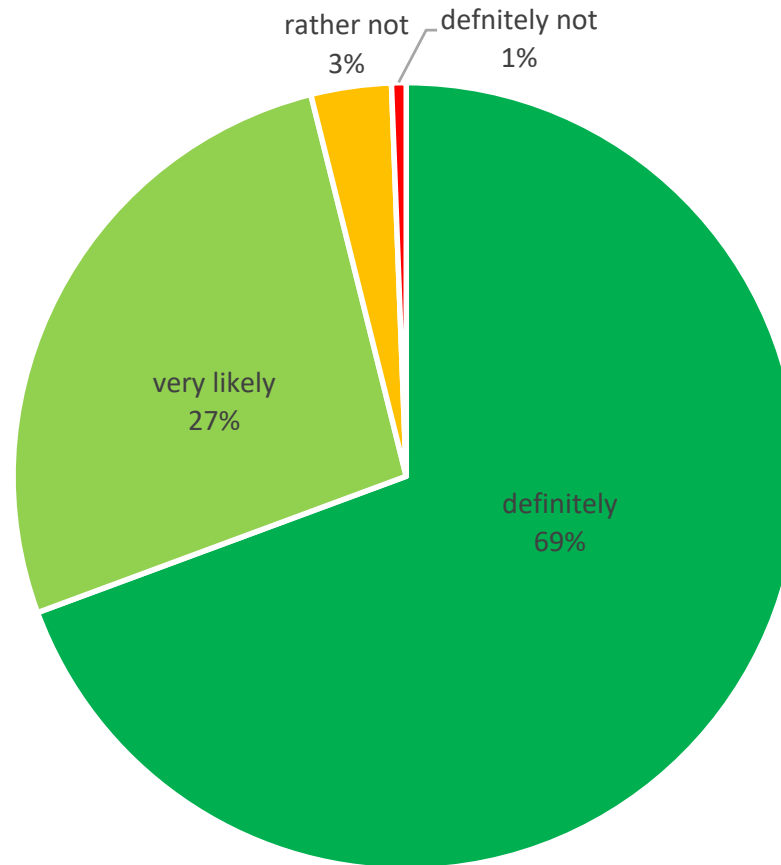
Will you return to mozart 100®?



Our participants are our most valued ambassadors.



Will you recommend mozart 100® to family and friends?



**96% recommended
mozart 100®
to others!**

Summary.

- **Enthusiasm and high satisfaction with participants.**
- **High ranking in international benchmark.**
- **Great experience through great course, individual and warm service quality plus great atmosphere.**
- **Combination of city of Salzburg and Salzburgerland ist globally unique in ultra-trail sports.**
- **Very constructive feedback with detailed comments of participants.**
- **Optimisation with markings and aid stations main critical issues.**

A positive echo, equally praise and stimulation for continued improvement!

Main critics/suggestions

- 🔊 Markings not always clear enough
- 🔊 Cut off-Rules to be communicated more clearly
- 🔊 Aid stations not sufficiently stocked towards the end
- 🔊 Medal to be handed out right at the finish line
- 🔊 Marshals in the city not active enough