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DIGITAL MARKETING FOR FOREIGN MARKETS. CASE: LOST IN KAJAANI

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ABSTRACT

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Different marketing researches report that participation in adventure races had grown over the last 2-3 years. However, adventure races have received relatively little attention in academic literature. The focus of existing studies in this field tends to be on accidents or medical issues. At the same time social media networks have become popular. The purpose of this thesis was to describe how increased social media activity would affect awareness of the Lost in Kajaani (LiK) adventure race. For the author the objective of this thesis was to gain knowledge about social media marketing (SMM) and its features. From the commissioning party's point of view, the objective was to attract foreign participants. From the working life point of view, the objective was to provide evidence about the effectiveness of SMM. From the society point of view, the objective of the topic implementation was to increase awareness of the LiK adventure race in other countries. Interest to the topic area was demonstrated by Kainuun Liikunta (Finland) who acted as the commissioning party in this thesis. The theoretical part of this thesis introduces theory about adventure tourism and marketing with focus on social media marketing. The thesis also presents existing views about the measurement of social media marketing effectiveness. The theoretical frameworks and concepts are based on a review of existing literature and previous researches. The empirical part introduces answers for the research questions. For this purpose a survey was conducted in form of an online questionnaire. 174 respondents answered the survey which aimed at determining popular channels for finding information about adventure races; 161 of the answers received were fit for analysis. Friends, Search in the internet and specialized web portals were named as the most popular channels. Facebook was the most popular social network channel. Based on the results of the survey races with international participants were selected for comparison. Comparison analysis of current social media indicators of the Lost in Kajaani and other races was performed using open sources. The Lost in Kajaani race was promoted in Instagram. For the period of increased activity in this social network the number of followers increased by 96 (reaching 291 followers) and engagement rate was 345% (which is 5 times higher compared to the same period of the previous year). Recommendations about possible researches and further promotional possibilities are presented in the last chapter.

CONTENTS

1 INTRODUCTION

Different marketing researches report that participation in adventure races had grown over the last 2-3 years (Bruce, 2015; ATTA, 2013; Sport England, 2015; Outdoor Foundation, 2015). However, AR have received relatively little attention in academic literature, and the focus of existing studies in this field tends to be on accidents or medical issues (Greenland, 2004; Ranchordas, 2012; Fordham, Garbutt, & Lopes, 2004).

This thesis introduces theory about adventure tourism and marketing with focus on social media marketing (SMM). Descriptions of the concept of an adventure and its typologies, marketing mix framework, the AIDA model of communication are included in the thesis. The thesis also presents existing views about the measurement of SMM effectiveness.

This thesis developed author's competences in learning, ethical, working knowledge and skills, so-called 'generic competences', as well as competences in activity tourism and service management. This thesis helped the author to expand her knowledge of marketing and promotion. Implementation of the thesis topic gave the opportunity to apply theory into practice and gain experience in promotion of an adventure tourism product.

Social media is a hot topic today. However, it was challenging to find studies regarding both adventure races and social media. Among recent works are the theses related to the development of the Lost in Kajaani race for the Russian market (Safrutin, 2015), and the digital marketing of the Wild Taiga company (Khmelevskoy, 2015).

The interest in adventure races comes from the author's background. The author has been participating in adventure races since 2008. At some point of her development in AR the organizational part of the races became attractive. In 2012 to satisfy this interest the author participated as a volunteer in Endurance Quest Race in Finland which was part of the Adventure Racing World Series (ARWS). It

was practical and useful experience and a chance to observe the race from the inside.

Kainuun Liikunta Ry is the regional branch of the Finnish Sports Federation in Kainuu and acts as the commissioning party of this thesis. The company is the organizer of the Lost in Kajaani (LiK) adventure race (AR) and they are interested in promotion of their race internationally.

The purpose of this thesis was to describe how increased social media activity would affect awareness of the Lost in Kajaani (LiK) race. For the author the objective of this thesis was to gain knowledge about social media marketing (SMM) and its features. From the commissioning party's point of view, the objective was to attract foreign participants. From the working life point of view, the objective was to provide evidence about the effectiveness of SMM. From the society point of view, the objective of the topic implementation was to increase awareness of the LiK adventure race in other countries.

2 COMMISSIONING PARTY: KAINUUN LIIKUNTA RY

Kainuun Liikunta Ry is the regional branch of the Finnish Sports Federation in the Kainuu region (Finland) and one of 15 regional sports organizations. Its mission is to promote wellbeing through physical activity and sport and to ensure the vitality and diversity of the sports culture in the region. Kainuun Liikunta operates in area of sport development, service and cooperation. Members of Kainuun Liikunta are the municipalities and sports clubs of Kainuu (municipalities: Hyrynsalmi, Kajaani, Kuhmo, Paltamo, Puolanka, Ristijärvi, Sotkamo, Suomussalmi), educational institutions and regional sports and health organizations. (Itkonen & Määttä, 2015.)

Changes in the operating environment, economic indicators, and the regional reform require Kainuun Liikunta to set new targets. The company is responsible for the sports development plan of the Kainuu region till 2025. The company is also responsible for the overall regional physical activity strategy which includes the development of the local plans and programs in Kainuu. (Kainuun Liikunta Ry, 2016.)

Wellbeing and active lifestyle are essentials part of daily life in Kainuu. Therefore, Kainuun Liikunta adheres to such values as cooperation, sense of community, and equality. The company's strength is a comprehensive network and broad cooperation. Together with its members, the company actively develops and implements regional and national programs, initiates cooperation and builds communications between various parties. Kainuun Liikunta supports and encourages volunteers to work for member organizations. They promote sports in accordance with the spirit of equality and tolerance. The company's goal is to ensure that high-quality services are available to people of all economic segments. (Kainuun Liikunta Ry, 2016.)

Kainuun Liikunta organizes and develops sports and tourism events and also operates as a marketing partner. The most known events are Lost in Kajaani, Kainuu Orienteering Week, Vuokatti Hiihto, Vuokatti Trail Challenge, Kajaani Street Run. The company intends to increase economic impact of the regional

sports and tourism industry focusing on international marketing and development of social networks of their events. (Mustonen, 2014.)

3 ADVENTURE TOURISM

In this chapter tourism and an adventure are described. Definitions of tourism, adventure and their characteristics as well as how they intersect forming adventure tourism are presented. Different approaches to the classification of adventure tourism are introduced. The LiK race, as the product of adventure tourism, is characterized using these approaches. The author also presents recent data regarding the size of the AR market.

3.1 Tourism and Adventure Combined in Adventure Tourism

Different groups participate in and are affected by the tourism industry. They all should be taken into account when trying to determinate what tourism is and what tourism includes. Tourism is a multidimensional subject and it interacts with many activities. Thus, it becomes clear why it is so difficult to introduce a universal definition of tourism. Dimensions of tourism may include distance travelled, length of time spent, and purpose of the trip. Many definitions of tourism are based on these dimensions. Definitions of tourism, presented in many researches, are usually designed to solve an immediate problem or to serve a particular purpose of the research. Developing of the uniform definition could help in the study of tourism as a discipline. (Goeldner, 2012, p. 4.)

The World Tourism Organization (UNTWO) defines tourism as follows: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes," where usual environment means the place of residence and other places which have a routine character, for instance, commute to workplace (World Tourism Organisation, 1995). Goeldner (2012) uses the following definitions of tourism: "tourism can be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors" (p. 4).

Franklin uses an alternative approach to determine tourism. He examines tourism not as a separate subject but as an inseparable part of modern life. Franklin defines tourism as "a complex set of social and cultural phenomena ... as a serious individual engagement with the changing conditions of modernity". From his point of view, tourism is not "something that happens away from everyday lifeworld" anymore. He highlights that tourism is mixed with everyday life and shape it, being "a central component of modern social identity formation and engagement." (Franklin, 2003, p. 2.)

Adventure is often associated with such words as challenge, ultimate, daring, adrenaline, risk, excitement, conquer, extreme, fear, and expedition. The meaning of the word depends on the individual's imagination and emotions which are also part of the adventure experience. Swarbrooke, Beard, Leckie and Pomfret (2003, p. 9) summarize the core characteristics of adventure that forms its basis: danger, risk, anticipated rewards, stimulation, excitement, exploration, discovery, contrasting emotions, uncertain outcomes, challenge, novelty, escapism, separation, absorption, and focus. These qualities are interrelated in many points. Thus, taken alone they not necessary form an adventure, but the more they combined the higher is the probability of adventure experience. Different proportions result in many of the possible variations of adventure experience.

The perception of the situation and themselves in that situation is unique for each person and depends on many factors, including their mental and emotional states. Thus, for each person 'adventure' is a subjective and individual construction. Commitment and effort are component parts of adventure because adventure is engaging activity and it entails action. Based on this fact and qualities of adventure mentioned earlier, Swarbrooke et al. (2003) claims: "Adventure, then, is where participants are voluntarily putting themselves in a position where they believe they are taking a step into the unknown, where they will face challenges, and where they will discover or gain something valuable from the experience" (pp. 14-15).

Literature offers different definitions of adventure tourism. One of the reasons that multiple definitions exists is that the distinctions between similar activities (such as ecotourism, adventure travel, nature tourism, outdoor recreation, expe-

ditions) are blurred (Buckley, 2006, p. 1). Weber (2008, p. 57) also calls into question whether focus of studies, in which researchers give determinations that fit set parameters of their studies, are broad enough to determine adventure tourism comprehensively.

The Adventure Travel Trade Association (ATTA) defines adventure tourism using the dimensions of time and place. It is "a trip (travelling outside a person's normal environment for more than 24 hours and not more than one consecutive year) that includes at least two of the following elements: physical activity, natural environment, and cultural immersion" (ATTA, 2015). Such conventional definition does not describe the full nature of the adventure tourism industry. Moreover, today many adventure products do not need overnight stay (for example, climbing wall or outdoor family day).

"Risk theory", prevalent in the literature, forms the basis of Ewert's definition of adventure tourism, which states that adventure tourism is "deliberate seeking of risk and uncertainty of outcome ... only in outdoor adventure pursuits is there a deliberate inclusion of activities that may contain threat to an individual's health or life" (Ewerts, 1989, as cited in Dickson & Dolnicar, 2004, p. 5). However, it can be noticed that tourism aspect is excluded from this approach.

Buckley (2006) defines adventure tourism as "guided commercial tours where the principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tour clients" (p. 1). At the same time he admits that it is an artificial definition because it involves one of many possible human behaviors. In his paper Buckley shows how different approaches (such as fixed and mobile activities, travel distance and recreation) bring difficulties to determination of adventure tourism (Buckley, 2006, p. 2).

Combining together the qualities of adventure and definitions of tourism Swarbrooke et al. draw the following definition of adventure tourism: "travel and leisure activities that are contracted into in the hope that they will produce a rewarding adventure experience. An adventure experience will be of a heightened nature and involve a range of emotions, of which excitement will be key. It will

entail intellectual, spiritual, physical or emotional risks and challenges". Environmental setting, core activities and transportation are those constituents of the product that produce adventure tourism experience. As a base of tourism experience they may add to adventure experience and serve as stimuli for an adventure. (Swarbrooke et al., 2003, p.27.) The Canadian Tourism Commission classifies adventure tourism as '"an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some form of unconventional means of transport and tends to be associated with low or high levels of activity" (Greenwood & Yeoman, 2007).

Whereas the boundaries of adventure tourism are blurred, core activities of adventure tourism are defined well and presented in the Table 1 below. These activities and many similar ones, including adventure racing, form the basis of adventure tourism.

Table 1. Adventure activities (adapted from Buckley, 2006, p. 2 & Adventure Travel Trade Association, 2013, p. 4).

archeological expeditions	fishing/fly-fishing	safaris
abseiling	heli-skiing	sailboarding
backpacking	hiking	sand boarding
birdwatching	horseback riding	sailing
ballooning	hunting	scuba diving
camping	kayaking/sea/whitewater	snorkeling
canoeing	kite surfing	skiing/snowboarding
caving	motorized sports	skydiving
climbing(mountain/rock/ice)	mountain biking	stand up paddle boarding
cycling	orienteering	
eco-tourism	paragliding	surfing
environmentally sustainable activities	rafting	trekking
	research expedition	volunteer tourism

3.2 Adventure Races and Market Size

The origin of adventure racing is always a theme for debates. Some refer to the Karrimor International Mountain Marathon in 1968 where participants had to carry required supplies for the ultra-distance to support themselves over the race. Others go back to 1980 and the Alpine Ironman Race which was held in New

Zealand. The better-known Coast to Coast race included the most popular elements of modern adventure racing: paddling, trail running, and cycling. It was launched later that year by Robin Judkins, the organizer of Alpine Ironman. In 1995 the first edition of Eco-challenge race was launched. Mark Burnett, the organizer of Eco-Challenge Race, promoted his event with Emmy-award winning films. With the Eco-Challenge the name "adventure race" has come into wide use. The journalist and author Martin Dugard used this phrase to describe the class of races embodied by the Raid Gauloises and Eco-Challenge. (AR Euroseries, 2013.)

What is adventure race (AR)? Jacques Marais in his book "Adventure Race" (2004, p.16) answers:

> An adventure race integrates multiple disciplines in a single event with teams racing non-stop against each other and the clock, sometimes over a number of days. The race format will see teams navigating a series of checkpoints, using their feet and various other forms of non-motorized transport in order to reach the finish as a unit. Problem solving, strategic planning, team work and endurance are integral to AR and the events are usually presented within remote wilderness areas.

In 2014 in the USA 2,368,000 participants took part in races such as triathlon and adventure races. This is 38% growth over the past three years according to 2015 Outdoor Recreation Participation Topline report (The Outdoor Foundation, 2015). In past two years the participation in adventure racing increased by 20.3% with 420,000 new participants according to Bruce (2015).

The UK research says that participation in outdoor activities rose 3% last year. According to the report, 8.96 million (27.6%) out from 32.4 million of total active population in England are active outdoors (Sport England, 2015).

The main activity in last trip was adventure for 42% of travelers from Europe, North America, and South America according to the ATTA report. It means there is a significant increase from the 2010 Adventure Tourism Market Study. Project estimation of the adventure travel market's worth is $263 billion which is almost 3 times greater than in 2010. "From 2009 to 2012, the adventure travel market had an estimated average yearly growth of 65 percent." (ATTA, 2013.)

3.3 Lost in Kajaani Adventure Race

The Lost in Kajaani (LiK) adventure race is an important part of a series of sports events in the Kainuu region which are aimed to increase attractiveness of Kainuu as a tourism destination (Mustonen, 2014). At the moment, LiK is a local event in the Kainuu region, however participants from all parts of Finland participate. The event also has a potential to grow into the European market. The LiK race takes place both in urban parts and remote areas of Kainuu. Finnish nature is one of the key elements of the LiK race. Terrain varies and can include flat open lands, hills, forest, swamps, lakes and rivers. Participants can enjoy majestic wilderness and beautiful landscapes of Kainuu. (Lost in Kajaani, 2016.)

The race includes such activities as navigation, mountain biking, paddling, swimming, abseiling, orienteering, running, overcoming various natural and man-maid obstacles. Tasks vary from year to year. Organisers try to include something new every year. All together they require participants to demonstrate team work, planning and problem-solving skills as well as endurance and good level of physical and mental health. (Liuha, 2014)

Participation is possible in three categories (Almost Lost, Lost and Extremely Lost) which differ in distance, time, difficulty level, number of included activities and required skills. Teams may include two or three members depending on category. Participants of the 'Lost' category have to spend one night in a tent during the race. Participants of the 'Extremely Lost' category have to compete for 24 hours with a short mandatory break at night. Competition of the 'Almost Lost' category lasts 5-6 hours over one day. Organizers provide equipment for technical stages. For other parts of the race participants should have their own equipment which is stated by the race rules. All participants should have basic swimming and orienteering skills and be at least 18 years old. (Lost in Kajaani, 2016.)

The LiK race were held first time in 2011. For their first race the organisers expected to have 60 teams which means less than 200 participants (Oittinen, 2012) whereas the actual number of the teams were even less. The number of participants increased over years. In 2014 139 teams were registered to the LiK race which is more than 300 participants. (Liuha, 2014.)

Considering LiK as the adventure product it comprises all parts (travel, settings and activity) which are required to produce the adventure tourism experience (discussed in the chapter 3.1). Wild nature and landscapes of the Kainuu region present the location (or setting) component. Travel to the start of the race and movement during the competition by cycle or on foot present the travel component. Different activities such as orienteering, canoeing, overcoming obstacles, problem-solving tasks form the activity part of the concept. All together they contribute to the creation of the adventure experience of a participant.

3.4 Adventure Tourism Typologies

There are several approaches to the classification of adventure tourism. They are adventure and independence, "hard" and "soft" adventure, and destination- and activity-driven adventure tourism. These approaches is described further. The position of the LiK race is determined using these three approaches.

3.4.1 Adventure and Independence

Adventure can fall into one of four quadrants according to the classification by Addison (1999). These quadrants are leisure, recreation, adventure competition, and high adventure. They are formed by two continuum axis: the level of independence and the degree of challenge that adventure provides. Independence and challenge, in their turn, are changing from low to high. In this classification challenge is determined by "the danger element and the technical skills needed". Independence is determined by the degree of involvement of others in experience creation. (Addison, 1999, p. 418.)

Four categories with examples of activities or products that can suit each quadrant are presented on the figure below.

Adventure Competition	High adventure
An organized event that has certain danger and requires high levels of skill (e.g. adventure racing and eco-challenge event)	An experience undertaken without the support of external organizers or guides, and which requires high levels of skill and self-sufficiency to overcome inherent dangers (e.g. independent explorations or expeditions in rescue-free locations)
✓ **Lost in Kajaani adventure race**	
Leisure	Recreation
A laid-on experience that is safe and does not require special skills (e.g. adventure theme parks)	A self-directed activity that is not especially dangerous or requiring of specialist skills (e.g. hill walking or recreational canoeing)

Challenge (vertical axis) — **Independence** (horizontal axis)
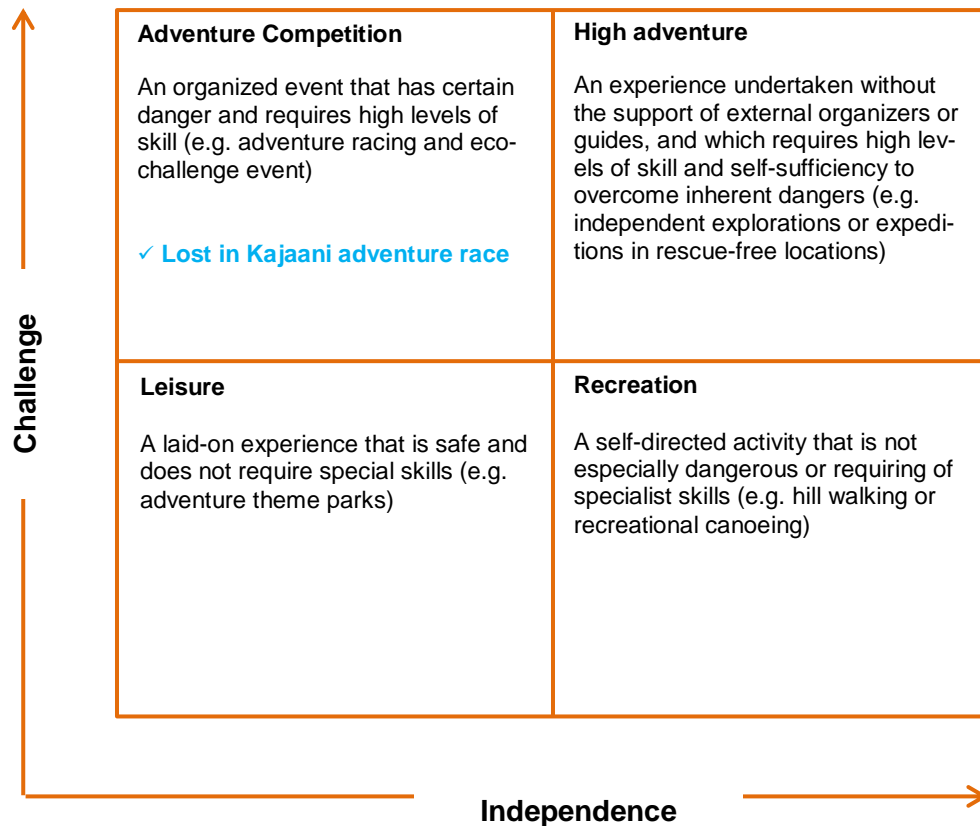
Figure 1. Adventure quadrants (adapted from Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 32).

The race is an organized event with detailed rules and regulations, prescribed list of equipment and chosen area of the competition. The race route is safely setteled, and the stages and tasks are specially designed by organizers. At the same time teams plan their routes between chekpoints independently using their orienteering skills and considering their physical fitness and mental state. They should finish the race without any support from side. Considering these facts, it is possible to conclude that the degree of independence is low whereas the degree of challange is high. Thus, the LiK race fits the 'Adventure competition' quadrant in this classification.

3.4.2 'Hard' and 'Soft' Adventure

According to this classification, the product or activity is placed on the scale which develops from "soft" adventure at one side of the scale to "hard" adventure at the other side of the scale (Figure 2). Millington, Locke, and Locke (2001, p. 79) suggest to classify the adventure as soft or hard depending on whether the activity requires some experience and proficiency before the activity actually take place.

Hill (1995) determines soft adventures as activities "with a perceived risk but low levels of real risk requiring minimal commitment and beginning skills", and hard adventures as activities "activities with high levels of risk, requiring intense commitment and advanced skills" (p. 64). Thereby, the same activity can be a soft adventure for some persons and a hard one for others because the level of risk is perceived individually and varies from person to person.

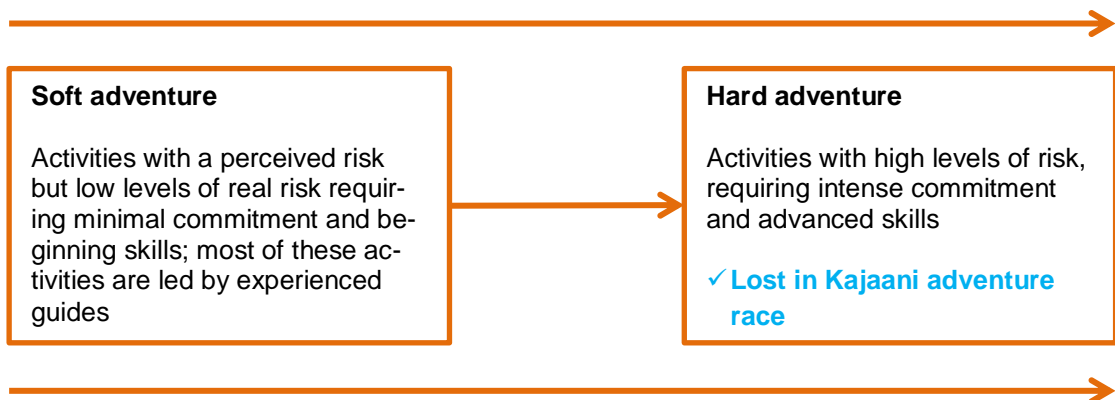| Soft adventure	Hard adventure
Activities with a perceived risk but low levels of real risk requiring minimal commitment and beginning skills; most of these activities are led by experienced guides	Activities with high levels of risk, requiring intense commitment and advanced skills ✓ **Lost in Kajaani adventure race**

Figure 2. The continuum of soft and hard adventure (adapted from Hill B. J., 1995, p. 64).

Such activities as cycling, canoeing, and orienteering are categorized as soft adventure by ATTA (2013). However, they can be physically demading, especially considering the distance that need to be covered during the LiK race. Moreover, one of the requirements of the LiK race is that participants should have basic orienteering skills. In many cases navigation can be a challenging task. Considering these facts, the LiK race as a whole can be categorized as the hard adventure. Nevertheless, as participation is possible in three different categories novi-

ces can take part in easiest one and experienced participants can choose from the other two categories depending on their skills and previous experience.

3.4.3 Destination- and Activity-Driven Adventure Tourism

Millington et al. (2001, p. 83) suggest to distinguish between destination-driven and activity-driven adventure tourism which, in their turn, are also divided as is shown in the figure below.
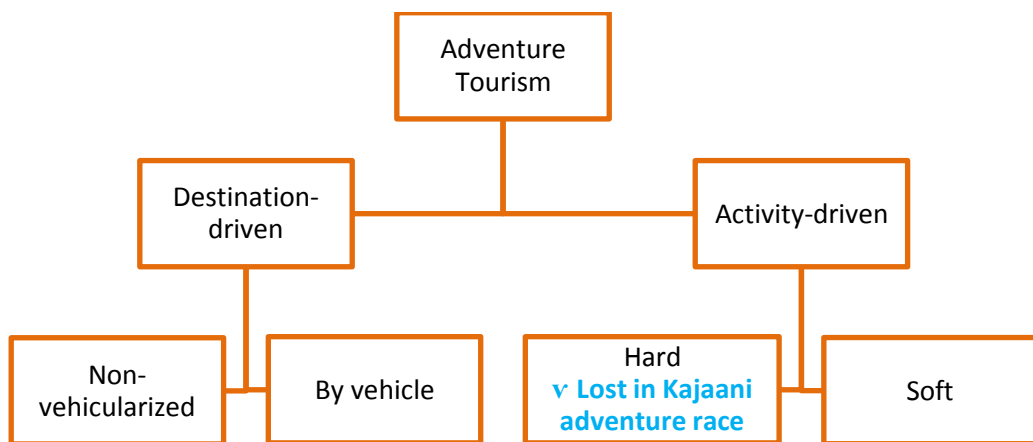

Figure 3. Subdivisions of destination- and activity-driven adventure toursim (adapted adapted from Swarbrooke et al., 2003, p. 35).

Swarbrooke et al. (2003, p. 35) note that such division is based on the tourist's motivation. It means that the same activity can be classified as activity-driven or as destination-driven depending on the motives of participant, and they are different for each individual. In activity-driven travel the activity itself is a core factor for travelling unlike the destination-driven travel where the scenery, landscape or history of the place is the main attraction of the trip for participant.

The subject of motives of participation in adventure sports is large and complex, and it is beyond the scope of this thesis work. However, brief description is introduced further for the aim to determinate the place of the LiK race in the classification of destination-driven and activity-driven adventure.

According to the Outdoor Participation Report (2015, p. 17) provided by The Outdoor Foundation, the most popular reasons for participation in outdoor activity are to get exercise, to be with family and friends, to keep physically fit, to observe scenic beauty, and to get away from the usual demands. In their study of adventure sports Kerr and Mackenzie (2012) found that "motives for adventure sport participation included goal achievement, risk taking, social motivation, escape from boredom, pushing personal boundaries and overcoming fear, as well as connecting with the natural environment, and pleasurable kinesthetic bodily sensations from moving in water or air" (p. 649).

Hill, Gómez, Brinkley and Goldenberg (2013, p. 3) named fitness, fun, bonding, competition, and friendship as top five general attributes influencing participation in AR. The term 'fitness' here includes such responses as work out, exercise, physical activity, and physical fitness. The Guardian cited Richard Lee, the co-founder of the Spartan Race: "It's all about facing your fears and having fun at the same time. Most people have never been covered in mud, jumped in a river or climbed a high wall, but it gives you a great sense of accomplishment." (Dixon, 2013.)

Applying discussed information to the LiK race leads to a conclusion that the race is activity-driven adventure travel, although it cannot be excluded that enjoying the Finnish nature and landscapes can for some participants be the main reason of participation.

4 DIGITAL MARKETING

This chapter includes the description of the digital marketing development, the marketing mix framework, and the AIDA model of communication. Development of the social media and theory of the social media marketing (SMM) as well as measurement of SMM effectiveness are discussed. AMEC frameworks are introduced.

4.1 Development of Digital Marketing

Internet presence has become hugely important to vast majority of businesses. Almost all companies which employ over 50 people have access to Internet. This situation is universal across developed countries, including the USA, Canada, South Korea, Japan and EU countries (UK, Sweden, Germany, France, etc.) However, the adoption of internet technologies is not only about just having access to internet. It is about how technology delivers real value. In fact, businesses focus more on adoption of different digital platforms and devices. (Jobber, 2007, p. 724.)

On the individual level the situation is the following: "As of the beginning of 2014, just over three quarters (78%) of all individuals in the EU-28, aged between 16 and 74 years, used the internet (at least once within three months prior to the survey date). As such, 75% of individuals were regular users (at least weekly) of the internet." (Eurostat, 2015.) This suggests that internet access is very high both among businesses and general public.

Digital marketing may be defined as "the application of digital technologies that form channels to market (the Internet, mobile communications, interactive television and wireless) to achieve corporate goals through meeting and exceeding customer needs better than the competition" (Jobber, 2007, p. 723). Digital marketing is basically an adaptation of traditional marketing techniques and principles to the new digital environment and spans across all marketing mix providing new channels of communication with audience. Traditional marketing mix in-

cludes four key elements such as Product, Place, Price and Promotion. It is a framework that helps marketers tailor their offerings to consumers and their needs. (Palmer, 2000, p. 21.)

The adventure tourism sector suggests mostly services rather than goods and products. A contemporary definition is provided by Kotler and Keller (2012): "A service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product" (p. 356).

Services have some specific distinctive characteristics compared to goods which affect how they are marketed to customers. These are "intangibility, inseparability, variability, perishability and the inability to own a service." However, 4Ps have proved to be limiting in relation to services, and the broader framework has been recommended. This framework includes such elements as People, Processes and Physical evidence eventually making it a 7P framework. (Palmer, 2000, pp. 586-587.)

In his turn, Jobber (2007) refers to Peppers and Roger who believe that the traditional mix is ineffective in a digital age. They suggest that companies that work in digital media use the '5-Is' framework to "develop customer-centric strategies". The 5-Is are Identification (customer specifics), Individualization (tailored for lifetime purchases), Interaction (dialogue to learn about customers' needs), Integration (of customers' knowledge throughout the company), Integrity (develop trust through non-intrusive marketing such as permission marketing). Probably, 4Ps framework will remain the main strategic planning tool in marketing but it is important to understand and recognize changes which digital technologies bring. (Jobber, 2007, p. 727.) The following figure shows how digital technologies can reshape the traditional framework.
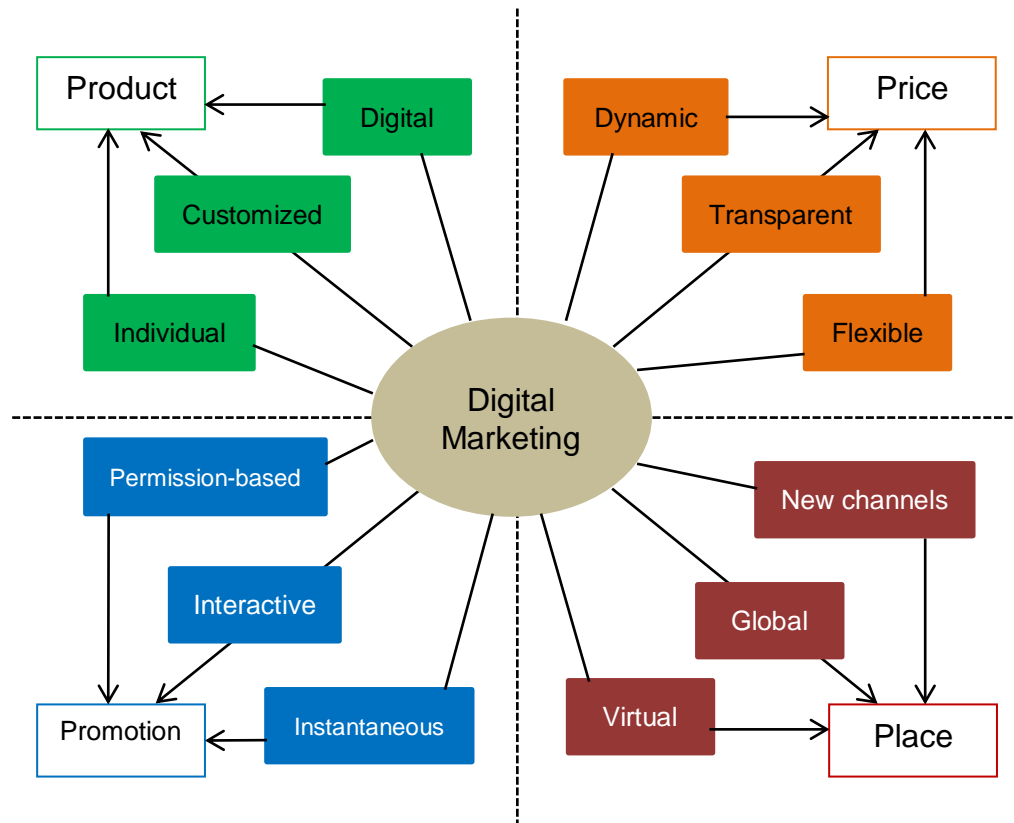
Figure 4. Reshaping the marketing mix (adapted from Jobber, 2007, p.727).

4.2 Promotion and Communication

In this thesis the following definition of promotion is used: "The promotional mix includes all activities related to advertising, sales promotion, selling, public relations, and direct marketing" (Palmer, 2000, p. 420). Jobber (2007, p.498) distinguishes 'Internet promotion' as an additional activity of the promotional mix. He characterizes the 'Internet promotion' tool as a relatively low-cost instrument with availability to reach customers globally, measurable, communicative, easily updating, with possibility of direct sales, impersonal, and convenient form of searching and buying products. Eurostat figures confirm that "the proportion of individuals aged 16 to 74 in the EU-28 who ordered goods or services over the internet for private use has risen and in 2014 has reached 50%" (Eurostat, 2015).

Communicating the benefits of a product or service to a consumer is not an easy task, and marketers face intense competition for customers' attention. Effective communication is aimed to choose the most appropriate way of delivering the message to the target audience and attain a desired response in an effective and cost efficient manner. (Palmer, 2000, p. 426.)

From the number of models that order the customers' reactions as a result of received message AIDA model (Attention, Interest, Desire, Action) is the most common referred. "The model suggests that effective communication must carry its audience through the sequence of responses hence its term hierarchy of effects. The major value of the model is that it enables the purpose of a particular promotion to be defined and pre- and post-campaign surveys can be carried out to demonstrate the communication effect. The model has many weaknesses, the most significant being its simplification of a complex psychological and behavioral process." (Palmer, 2000, p. 427.)

There are several reasons why the Internet plays a key role in adventure tourism marketing. First, it is relatively cheap and affordable for small and medium enterprises (SMEs). Then it is flexible and allows to regular update of selling messages, reflecting daily changes in weather or other factors. In a truly global market the Internet allows for 24/7 operation and order generation from anywhere in the World. It is very effective in targeting niche markets, like adventure tourism. (Swarbrooke et al., 2003, p. 160.)

4.3 Social Media and Social Media Marketing

Miletsky (2010) suggests to use the social media term for all web tools and applications which provide the possibility to socialize on the Web including but not limited to "social networking sites, message boards, blogs, wikis, podcasts, instant messaging, online forums, photo and video sharing, e-mail, and more" (p. 16). Interaction of people from the different geographic locations and demographic groups, free communication among friends, family and strangers through the social media compose social networking. It provides a unique opportunity for

marketers in increased awareness and perceived brand acceptance (Miletsky, 2010, p. 53). His ideas are confirmed by figures from Eurostat presented in the report by K. Giammakoris and M. Smihily. In the report they state that in 2013 73% of SME in the EU used social media "for image building or for marketing products. Significantly, 50% of enterprises reported using social media to obtain customer opinions or reviews, or to answer their questions, implying an effort to improve customer service" (Giannakouris & Smihly, 2013). The participation in social networking was reported as one of the most common online activities in 2014 among European users: 46% of individuals used the the Internet for social networking (Eurostat, 2015).

Some advantages that social media provides to marketers are cost efficiency, broad/narrow visibility, pulse of the market, increased trust, self-made community, better interaction with audience (Miletsky, 2010, p. 81). There are three main categories of reaching target audience through the social media. They are public relation, marketing content generation and viral messaging. Credible and valuable to the reader news strengthen public relation position. Content (blogs, videos, photos and other) should capture the readers' attention and at the same time should be relevant to the desired audience. "In instances where the content is particularly engaging or entertaining, viral messages can make their way to millions of people in an extraordinarily short period of time," says Miletsky (2010, p. 82). Marketing goods and services through the social media networks, creating valuable content, and employing website optimization techniques contributes to social media growth and the reach of audience (Miletsky, 2010, p. 83).

In 2015 330 organizations in the UK and North America were surveyed and 65% of them reported that "social marketing and digital commerce were leading technology investment priorities" (eMarketer, 2015). Another research demonstrates that only 8.7% of the US bloggers used paid services to marketing their posts in 2015 whereas most of them (93.2%) used SMM tools to increase traffic to their content. Moreover, around half of them used search engine optimization (SEO) and email marketing (eMarketer, 2016).

Going deeper into social media channels, Smart Insights analyzed answers of 765 respondents in the UK and produced a chart of the most effective channels

for their expected performance in 2015 (Chaffey, 2015). The results are presented in the Figure 5.

Top Online Marketing Channels in 2015

Channel	Percentage
Search Engine Optimisation	45%
Paid Search Marketing	34%
Social media (organic)	33%
Display advertising	19%
Online PR	23%
Email marketing	51%
Social media (paid ads)	21%

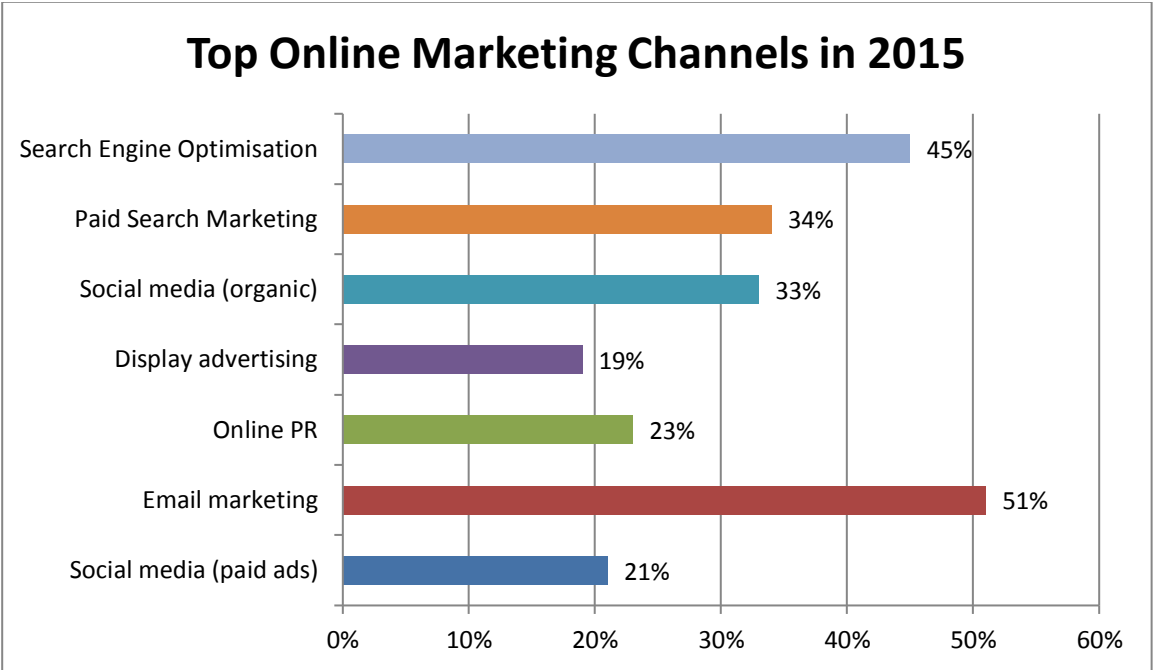Figure 5. Top Online Marketing Channels 2015 (adapted from Chaffey, 2015).

ATTA (2013) investigated the most popular social media networks among the adventure travelers. The results show that 78% of adventure travelers use Facebook. The top ten social media networks for adventure travelers are presented in the Figure 6. Numbers are based on the percentage of adventure travelers who pertain to the site.

Top 10 Social Media Networks for Adventure Travelers

Network	Percentage
Facebook	78%
Youtube	36%
Google+	32%
Twitter	25%
LinkedIn	9%
Do not belong	9%
Myspace	9%
Instagram	8%
Badoo	8%
His	6%
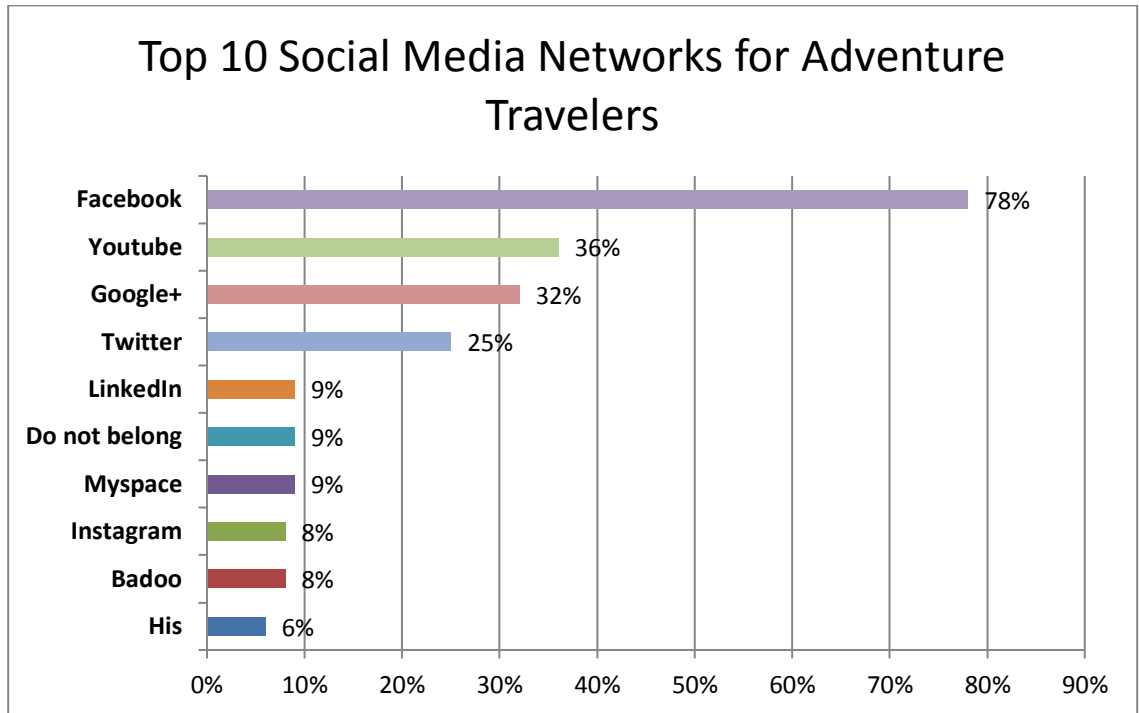
Figure 6. Top ten social media networks for adventure travelers (adapted from Adventure Travel Trade Association, 2013).

ATTA also highlight the important role of adventure travelers as "promoters" of the adventure activities. They found that 39% of adventure travelers post up-dates in the social media networks recommending trips like they have had whereas only 23% of non-adventure travelers intend to do so. How adventure travelers recommend trips is presented in Table 2.

Table 2. Adventure travelers' ways of trip recommendation (Adventure Travel Trade Association, 2013).

How will you recommend a similar trip? (Adventure Travelers)	
Post social media updates after my trip	39%
Tell my friends and family directly	36%
Post reviews on travel web-sites	18%
Post social media updates during my travel	9%
Other	9%

Overall eMarkter makes a conclusion that content in the social media is not only valuable itself for readers but also it advertises brands increasing user engagement and strengthen awareness of their company (eMarketer, 2016).

4.4 Measurement of SMM Effectiveness

The majority of brands understands the importance of measuring social media marketing (SMM) effectiveness. However, Evans and McKee (2010, p. 145) complain that in 2009, according to the eMarketer research, only 16% of surveyed professionals were measuring. This number significantly increased in 2014 according to the Ipsos OTX research conducted for the Association of National Advertisers. The number of respondents who were not measuring anything declined to 7.1% as it can be seen in Figure 7. (eMarketer, 2014.)

Metrics used to measure content marketing success according to US marketers, May 2014 (% of respondents)

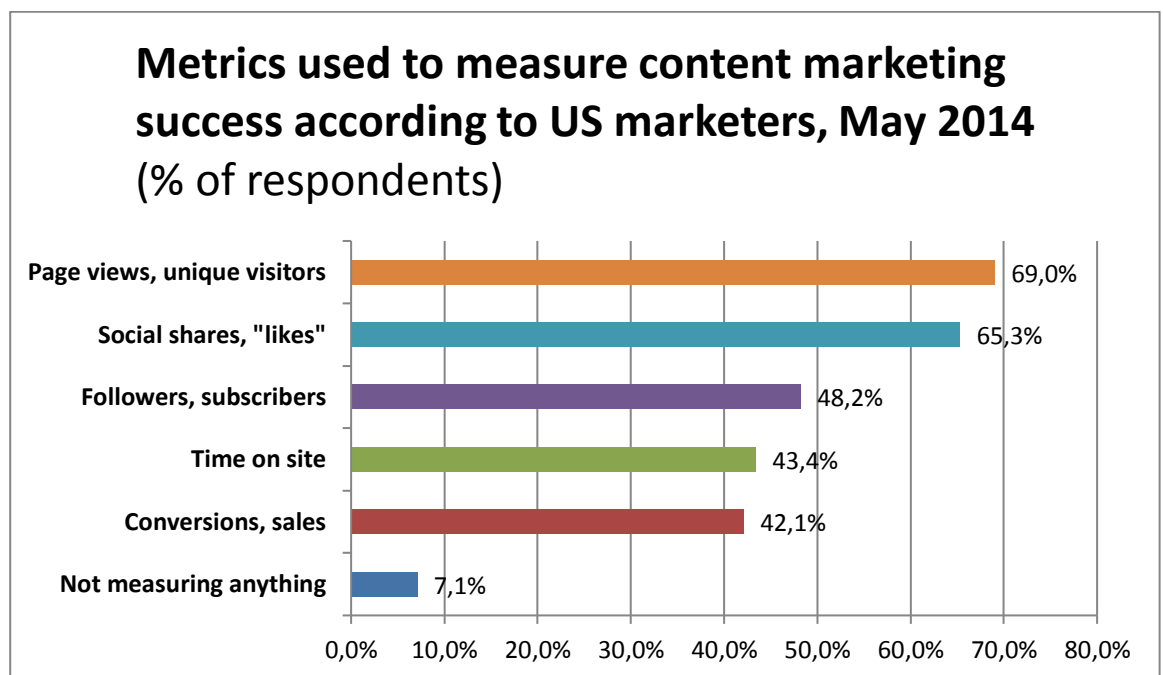|	
Page views, unique visitors	69,0%
Social shares, "likes"	65,3%
Followers, subscribers	48,2%
Time on site	43,4%
Conversions, sales	42,1%
Not measuring anything	7,1%

Figure 7. Metrics used to measure content marketing success according to US marketers in 2014 (adapted from eMarketer, 2014).

Blanchard (2011) states that brands can select what should constitute a key performance indicator (KPI) based on what they want to measure. It can be anything "from website visits and clicks on a banner advertisement, to RSS subscriptions,

foot traffic at a retail location, registrations for a webinar, and sales revenue" (Blanchard, 2011, p. 32). Miletsky agrees with Blanchard and provides examples of the indicators depending on the types of goals: the number of new visitors and the number of returned visitors can serve measurement of marketing goals whereas the number of pages visited and the visitor registrations can be used as indicators for the website's goals (Miletsky, 2010, pp. 431-433).

Insead Knowledge (the writer in the Forbes magazine website) also support this point of view supposing that the different indicators reflect the different part of customer journey "for instance, number of views of a Facebook ad might reflect an increase in awareness; number of clicks might reflect interest about a product; similarly, companies might use the number of fans as a reflection of their interest in their products; and finally, online purchases capture the conversion of new customers." Moreover, combination of these indicators is used very often and can reflect social media efforts. (Insead Knowledge, 2014.)

According to statistics the number of "Likes" is the most common social media metrics for measuring the effectiveness of social content (Figure 8). Moreover, the number of "Likes" is the second most popular way of measure the social media marketing effectiveness overall used by marketers (Figure 7). Charts in the Figure 7 and the Figure 8 demonstrate other results found by researchers in 2014. "Page views" and "unique visitors" were used by the majority of the US marketers to measure content marketing success. Meanwhile return on investment (ROI), conversions and sales fell at nearly bottom. (eMarketer, 2014.)

Metrics used by brands to measure the effectiveness of their social media content according to US client-side marketers, April 2014
(% of respondents)

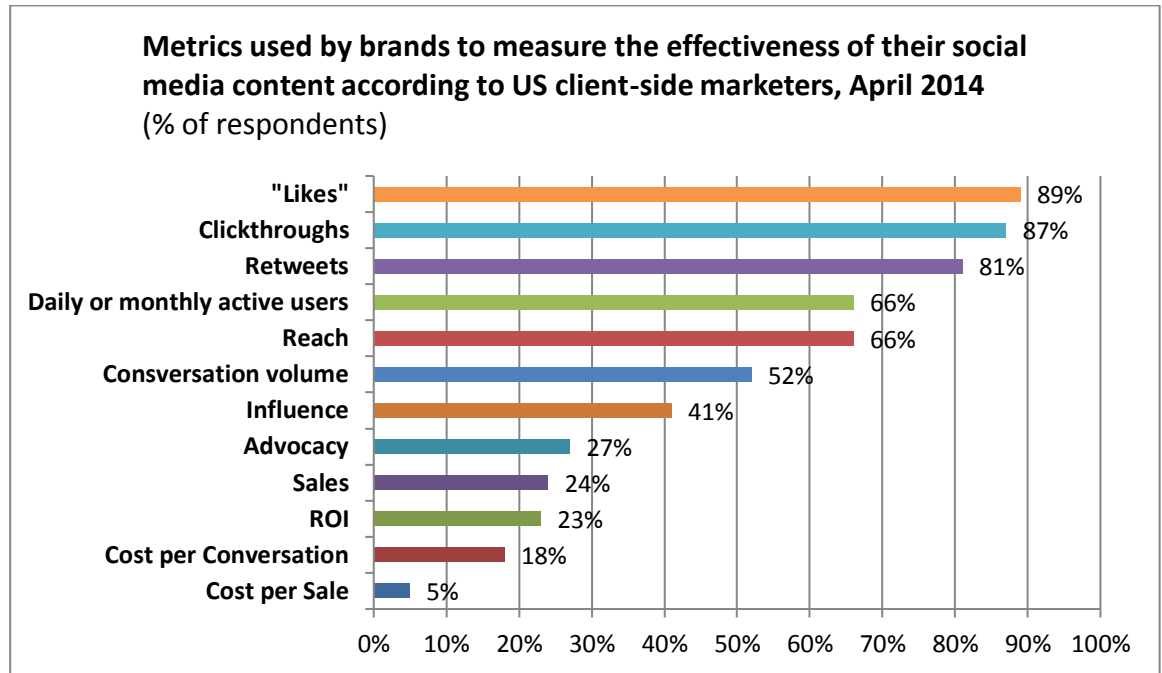| Metric	Value
"Likes"	89%
Clickthroughs	87%
Retweets	81%
Daily or monthly active users	66%
Reach	66%
Consversation volume	52%
Influence	41%
Advocacy	27%
Sales	24%
ROI	23%
Cost per Conversation	18%
Cost per Sale	5%

Figure 8. Metrics used by brands to measure the effectiveness of their social media content according to US client-side marketers in 2014 (adapted from eMarketer, 2014).

However, the number of fans, followers or "Likes" is not universal indicator. Measuring SMM effectiveness is more complex due to the involvement of humans in the process. 200,000 followers might look impressive but means nothing if they have never been involved in any conversations or have not been active for a long time. (Blanchard, 2011, p. 38; Pradiptarini, 2011, p. 5.) That is why some marketers use return on investment (ROI) as the indicator of SMM effectiveness. However, only 12 % of marketers felt capable of measuring the ROI of the social media according to the Adobe report (Insead Knowledge, 2014). Allen agrees that "accurate measuring ROI remains a problem for many" (Allen, 2015).

In his turn, Vaynerchuk (2011) argues that calculation of ROI has the same disadvantage as, for instance, the number of followers, "because SMM mostly involves human interactions (i.e. positive/negative reviews, word of mouth), which cannot be calculated using mathematical calculation" (p. 53). Insead Knowledge agrees with Vaynerchuk's position and considers measuring social media ROI is a big mistake. Companies should worry about relational equity rather than think about positional equity. Positional equity is their position in the competitive land-

scape which is determined by the number of "Likes", shares, etc. Meanwhile, relational equity is about how close the brand is to the community: how many comments were received, how many of them replied to, they are positive or negative. Relational equity reflects the relation and involvement of the community to the brand. Insead Knowledge advices to take into account positional and relational values when measuring ROI to see the real mean of the social media. (Insead Knowledge, 2014.)

4.5 AMEC Frameworks

The Association for Measurement and Evaluation of Communication (AMEC) considers that developing the universal metric or indicator is not possible because all communications have different goals and outcomes. From their point of view, single metric cannot be meaningful for different companies in variety of situations. For this reason AMEC has developed two frameworks which are described further. Frameworks should help marketers to measure SMM effectiveness for their companies. Frameworks are designed in such a way as to allow to pass through the stages of the marketing funnel consequently, to think about organizational goals and to match them with communication objectives. (AMEC, 2014.)

The marketing funnel (Figure 9) is a consumer-focused model of the theoretical customer journey from the first contact with a brand through interest, preference to action and advocacy. At each stage of the decision process the model identifies how many potential customers move to the next stage, i.e. conversion rates. The bottleneck of the process of building a loyal customer can be spotted by marketers calculating conversion rates. The retention of existing customers is five times cheaper than the attraction of new ones, and the funnel highlights the importance of this. (Kotler & Keller, 2012, p. 140.)

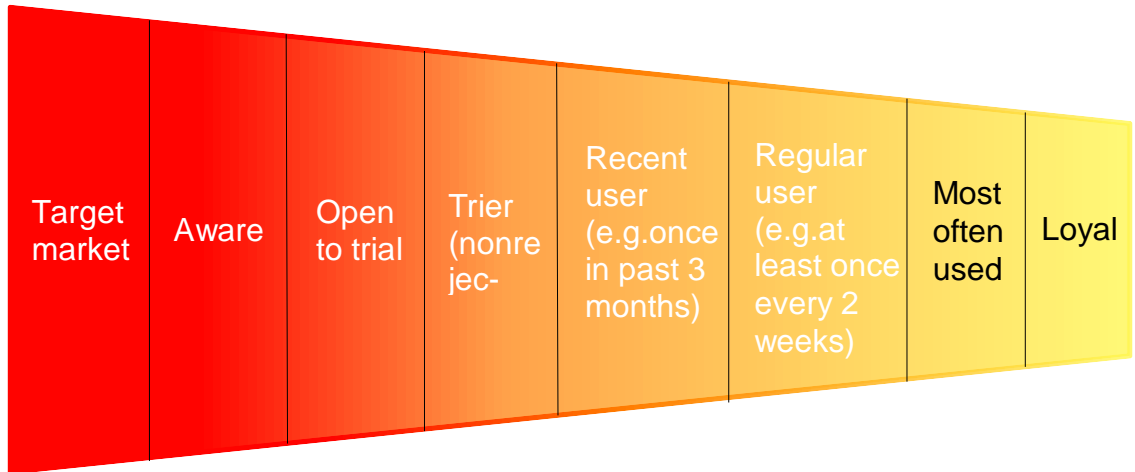| Target market | Aware | Open to trial | Trier (nonre jec- | Recent user (e.g.once in past 3 months) | Regular user (e.g.at least once every 2 weeks) | Most often used | Loyal |

Figure 9. The marketing funnel (adapted from Kotler & Keller, 2012, p. 140).

AMEC employs the funnel model with adaptation for their frameworks. Each column represents the funnel stages where the consumer moves from exposure through engagement, preference and impact to advocacy (Table 3). The marketer working across the each stage of the funnel identifies the appropriate metrics that are meaningful for the particular organization. Frameworks are aimed to assist professionals in planning, monitoring and measuring results against tailored objectives. (AMEC, 2014.)

Table 3. Stages of the marketing funnel in AMEC frameworks (AMEC, 2014).

Exposure	Engagement	Preference	Impact	Advocacy
Potential audience exposure to content and messages.	Interactions that occur in response to content on an owned channel, i.e. how the audience is engaging with you and also earned social conversations, i.e. talking about you.	Ability to cause or contribute to a change in opinion or behavior.	Effect on the target audience. Can include but not limited to any financial impact.	Are others making the case for you about something? Includes positive sentiment such as recommendation, a call to action / call to purchase, suggested usage or change of opinion.

Two frameworks are called 1) Paid, Owned and Earned and 2) Program, Business and Channel SMM. AMEC recommends to use the 'Program, Business and Channel' SMM Frameworks when there is also the traditional PR campaign run-

ning together with the social media promotion because the framework allows to include metrics of the traditional PR to program and channel metrics lines. The framework can show how program, business and channel components affect one another on each stage of the marketing funnel. Setting program and business objectives for promotion are out of scope of this thesis. That is why in the empirical part of this thesis the author used only channel metrics with focus on the customers' awareness stage ('exposure' and 'engagement' columns of the framework) as presented in the Table 4. However, the commissioning party can use the full framework, for example, for planning a campaign for the next year or for their other events. Also AMEC notes that channel metrics should be used in conjunction with business and program metrics to make it possible to see what parts of campaign perform better. (AMEC, 2014.)

Table 4. Potential channel metrics of Program, Business and Channel framework (adapted from AMEC, 2014).

MENU	EXPOSURE	ENGAGEMENT	PREFERENCE	IMPACT	ADVOCACY
Channel metrics	• Number of items (tweets, posts) • Mentions • CPM • OTS/Impressions/Reach (choose one, use consistently & define clearly) • Number of desirable items by channel & % increase over time • Reach among target audience in channel & increase over time	• Post likes • Comments • Shares • Views • RTs/1000 • Followers % increase • Channel following that is engaged & % increase over time	• Net promoter % by channel • Tone/Favorability & change over time	• Unique visitors to website referred from each channel	• Organic posts by advocates • Ratings/ Reviews

5 RESEARCH PROBLEM

The purpose of this thesis was to describe how increased social media activity would affect awareness of the Lost in Kajaani (LiK) adventure race.

For the author the objective of this thesis was to gain knowledge about social media marketing (SMM) and its features. From the commissioning party's point of view, the objective was to attract foreign participants. From the working life point of view, the objective was to provide evidence about the effectiveness of SMM. From the society point of view, the objective of the topic implementation was to increase awareness of the LiK adventure race in other countries.

The research questions of this thesis were the following:

1.   What were popular channels of becoming aware of adventure races abroad among international participants?

2.   What were the social media channels used by organizers for promotion of the LiK race and their current figures of SMM indicators?

3.   How did the SMM indicators change after promotional activity in Instagram?

4.   What were social media channels used for promotion of international AR and their current figures of SMM indicators compared to the LiK race?

6 RESEARCH METHODS

Information can be quantitative itself but sometimes it is qualitative in nature, however, is presented in quantitative form. In this connection Veal (2006) notes that a lot of researches in leisure and tourism include statistical information collection, analysis and presentation.

The thesis was conducted as a quantitative research employing an applied approach. The quantitative research includes statistical analysis to evaluate the studying phenomena, it is numerically oriented and requires significant attention to measurement (Sims, 2016). Though, studies with descriptive purposes (which were defined for this thesis) "cannot verify the research problem statistically" (Dudovskiy, 2016).

The applied research is distinguished among different dimensions of and approaches to the leisure and tourism research. Rather than create totally new knowledge about the world, applied research employs existing theoretical base to serve practical purpose or to resolve particular issue. (Veal, 2006, p. 33.)

Primary research was conducted to find the answer to the first research question regarding the popular channels of becoming aware of adventure races abroad. Primary research involves the collection of new data that has not been gathered before (Veal, 2006, p. 39).

A survey, as the most common quantitative technique, was chosen to gather opinions of the adventure races' participants. A questionnaire was used as a tool to collect data from the respondents. Target group for this survey was participants of adventure races in past or present (Table 5).

95% level of confidence, 0.5 standard of deviation and 4% – 8% margin of error are values widely used by survey researches. The formula for calculation the sample size when the population size is unknown is also available in the literature. (Smith & Albaum , 2012, p. 105; Smith S. , 2013; Triola, 1997, p. 298; DataStart, Inc, 2008.) For the purpose of this thesis the desired level of confidence, the margin of error and the standard of deviation were set 95%, 8% and

0.5 respectively. The sample size was calculated as follows: $1.96^2*0.5*(1-0.5)/0.8^2 = 3.8416*0.25/0.0064 = 150.0625$. Thus, 151 answers should be received to produce results accurate for the desired degree of the confidence and margin of error. The questionnaire was open for 2 months. In total 174 answers were received, 161 of which were fit for analysis that is good enough for this study according to the calculation.

Table 5. Questionnaire design.

Questions	Target group	How data was collected	How data was analyzed
Demographic data (age, gender, the country of residence)	Participants of adventure races	Online questionnaire using Google Forms	MS Excel
Fact of the participation in AR abroad			
Popular channels of becoming aware of AR			

The questionnaire was specifically designed for the purpose of this paper. 'Guide to the Design of Questionnaires' was followed to develop the questionnaire (Burgess, 2001). The questionnaire consisted of three sections. Respondents were asked to provide demographical data (such as age group, gender) in the first section and mark the popular channels depending on their international experience in the second or the third sections. The questionnaire also included a screening question that checked the relation of respondents to adventure racing (Brace, 2008). It should provide validity of the data research. The questionnaire was semi-structured: it included one open-ended question. The questionnaire

was short to ensure the higher number of response. It was estimated that answer to questions would not take more than 5 minutes.

The questionnaire was provided in two languages: in English and Russian. Designing the questionnaire in Russian was aimed to provide higher response from the Russian-speaking adventure racing community. All questions were marked as mandatory to answer that should ensure results are complete. The questionnaire in English is presented in Appendix 1.

Survey was conducted using web techniques. Google Forms were used as a platform to build the questionnaire because it is easy to use, free and allow to design questionnaires with inner logics. The questionnaire was distributed among adventure races' participants via dedicated web-sites, forums, and social media networks. In addition, 175 personal messages to adventure racers were sent via Facebook and Vkontakte. List of channels where the questionnaire was published is presented in Appendix 2.

Google Forms provided all saved responses in tables which were downloaded into Microsoft Excel tables. Using functionality of Microsoft Excel data were converted into diagrams, bar and pie charts. Tabulated data was focused on key findings. Graphical methods especially good for presentational purposes because they demonstrate data in easily understood, and attention-attractive form (Statistical Services Centre of the University of Reading, 2001).

To answer the second research question regarding the social media channels used by organizers for the LiK race promotion their website http://www.haastaitsesikunnolla.fi was analyzed. The following SMM indicators were chosen for measurement: Number of items (posts), People reached: avg. day, People reached: sum all days, New Page likes, Followers increase, Page engagement, Post likes, Comments, Shares, Number followers (AMEC, 2014). Their current figures were counted at the beginning of the study. Facebook's built-in analytic tool was used to receive statistic regarding Facebook activity (Smith, 2016).

Secondary sources of data were collected and utilized to implement the promotional campaign in Instagram and to answer the third research question. Sec-

ondary data is data that already exists. Secondary data was collected for other purposes, though can be employed in other researches to illustrate some ideas. "Secondary research is based on information from studies previously performed by government agencies, chambers of commerce, trade associations, and other organizations" (allBusiness, 2015).

Instagram was chosen as a channel to perform increased activity because the content for this social network was easily available for the author. Also Instagram account was almost not used for a long period of time and looked abandoned comparing to the Facebook account, for example. Using Instagram as the main target of the increased social media activity was agreed with the commissioning party. The period of increased activity was 4 months from April to July 2016. Recommendations regarding publishing to the social media networks were followed (Enge, 2014; Keating, 2015; Benna, 2015). Activity in other social networks went usually, as it was planned by the organizers.

Figures of SMM indicators were measured in four months and compared to the same period of time of the previous year. Instagram does not provide integrated analytic tool for its network. That is why third-party program Iconosquare was used. The choice has been made in favor of this program because it is powerful tool providing numerous options for analysis of the effectiveness. Iconosquare is not free software but chance of free trial period was utilized. (Lydon, 2016.) Google Analytics tool was used to analyze website traffic from the social networks (Lee, 2014).

The method of comparative analysis was employed to answer the last research question regarding the social media channels of promotion of international adventure races and their SMM indicators. Comparative analysis is a review of two or more items with examination of their differences, similarities and possible patterns (Goodrick, 2014).

Adventure races for comparative analysis were selected based on the results of the survey (the questionnaire design was described earlier on page 31). Races were grouped on the basis of their affiliation to the European (ARES) or World Series (ARWS) of adventure races or named 'Local' if they were not part of ei-

ther ARES or ARWS. Such indicators of their social media networks as Facebook Page likes, Twitter Posts (&Followers, &Likes), Instagram Posts (&Followers), YouTube Followers (&Videos, &Watches), Flickr Followers (&Photos), Google+ Followers (&Watches), Vimeo Videos (&Watches) were counted. Then average figures were calculated and presented in a table. The comparative analysis of collected data was performed to answer the last research question.

7 RESULTS

Figure 10 presents the answer for the first research question: what were popular channels of becoming aware of adventure races abroad among international participants. Respondents, who participated in AR abroad, knew about a race from friends (64.4%), dedicated web portals about AR (56.3%) or searching directly in the Internet (48.3%). Facebook (33.3%) was the most popular social media network. Such channels as YouTube, Blogs, Google+, Instagram, Twitter were not popular among AR participants.

How did you know about the race you had participated?

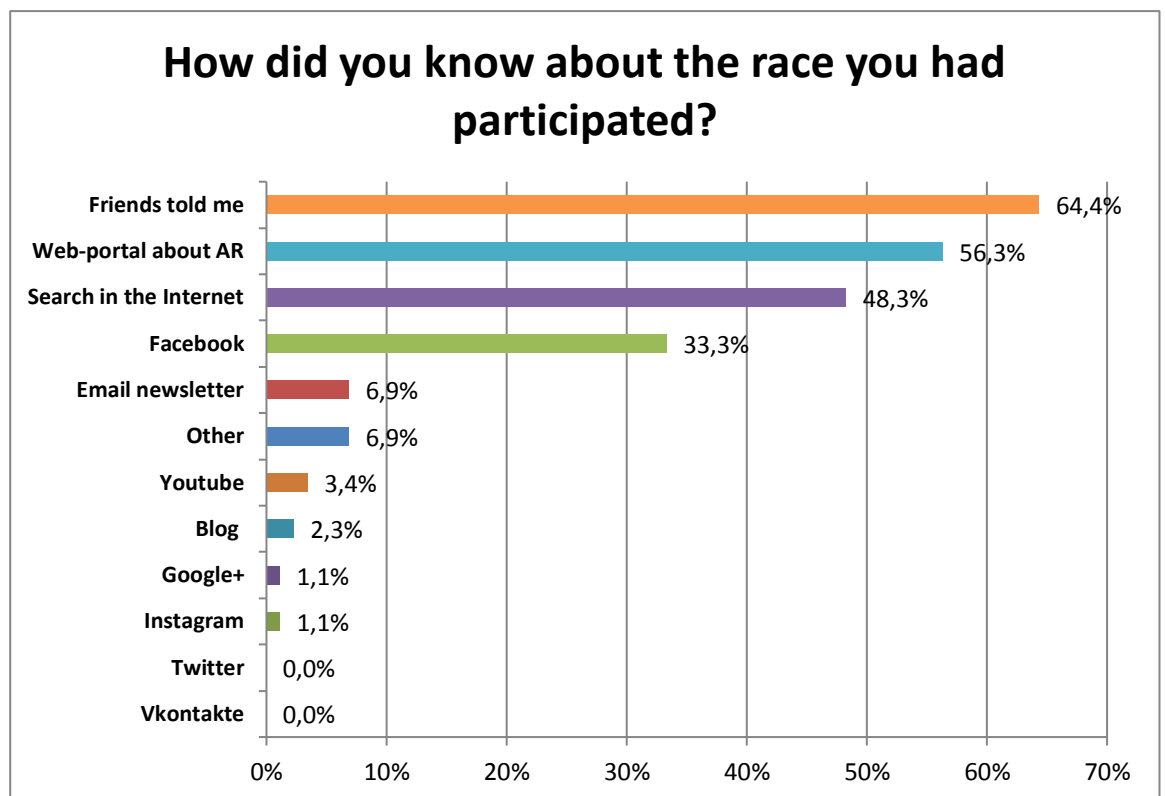| Channel	Percentage
Friends told me	64,4%
Web-portal about AR	56,3%
Search in the Internet	48,3%
Facebook	33,3%
Email newsletter	6,9%
Other	6,9%
Youtube	3,4%
Blog	2,3%
Google+	1,1%
Instagram	1,1%
Twitter	0,0%
Vkontakte	0,0%

Figure 10. Favorite channels of those who have participated in AR abroad (n=87).

Respondents were also required to provide demographical data such as their residence, age group and gender that may be important to know for the commissioning party. The results are presented on the next page.

Most of respondents represented Russia (24.8%) and Finland (14.9%), however, representatives from almost all European countries, including Poland, Denmark, Netherlands, Estonia, UK, Germany, Sweden and others, have answered the questions (Figure 11).

Country

Country	Percentage
Russia	24,8%
Finland	14,9%
Poland	9,3%
Denmark	6,8%
Netherlands	5,6%
UK	4,3%
Estonia	4,3%
Belarus	4,3%
Sweden	3,1%
Germany	3,1%
USA	2,5%
Ireland	2,5%
Czech Republic	2,5%
Norway	1,9%
New Zealand	1,9%
Australia	1,9%
Other	6,2%
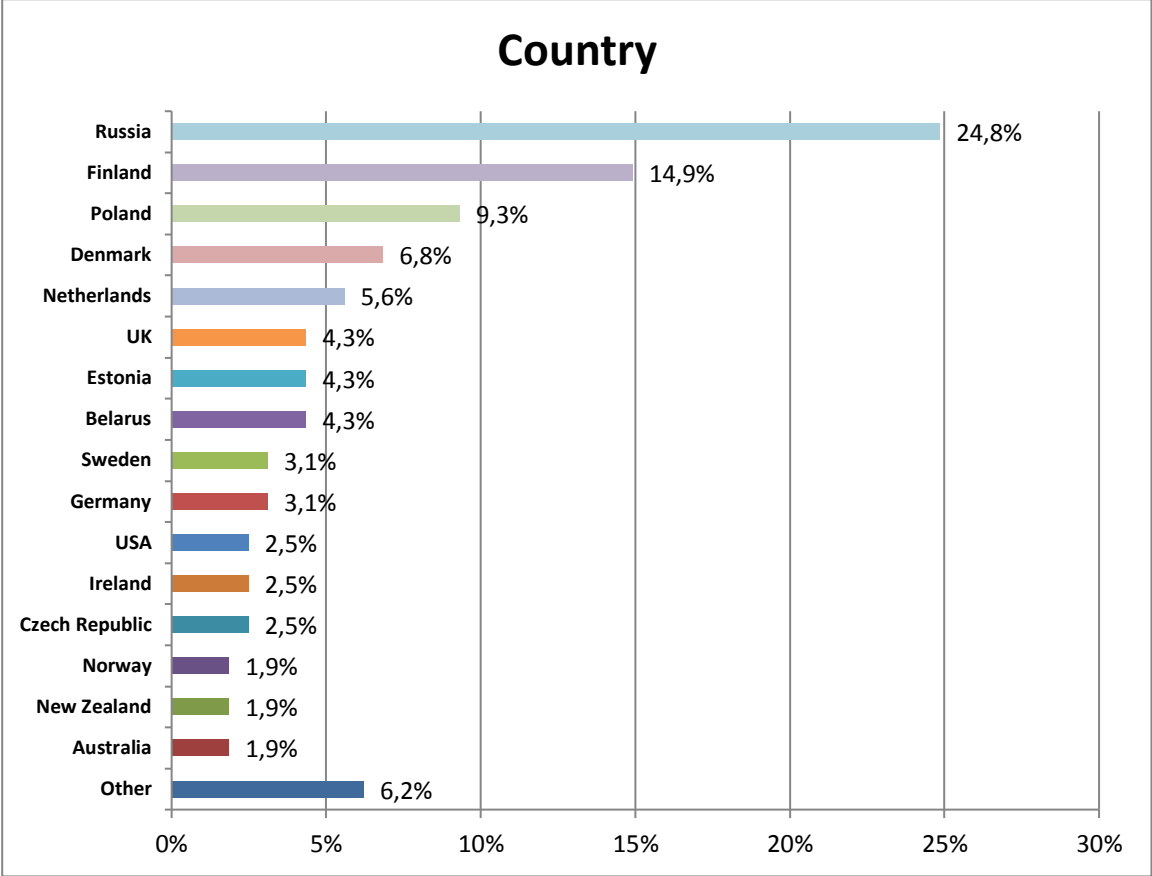
Figure 11. Distribution of the respondents by country (n=161).

Almost twice as many males answered questions than females (Figure 12).

Figure 12. Distribution of respondents by gender (n=161).

Age groups 25-34 and 35-44 were the most representative groups among AR participants together presenting 77% of all respondents (Figure 13).
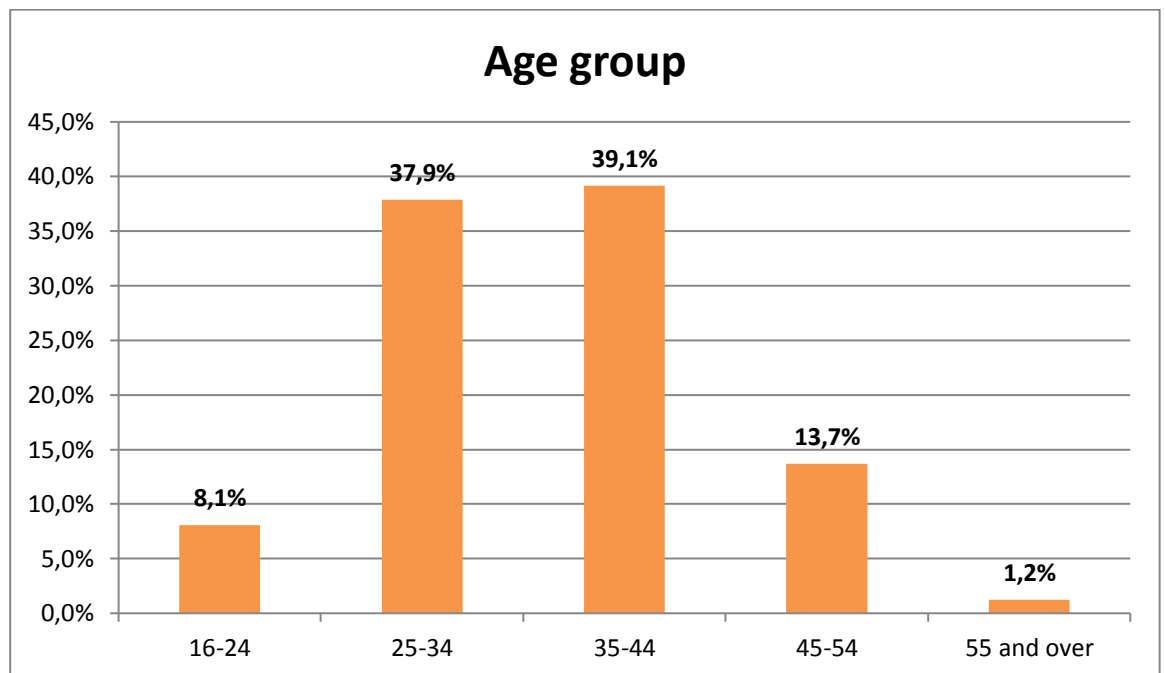
Figure 13. Distribution of respondents by age group (n=161).

The questionnaire included the question regarding the fact of participation in the adventure races abroad. The difference between those who had participated and

had not participated was minor. 87 (54%) respondents had participated in AR abroad and 74 (46%) participated only in local races (Figure 14).
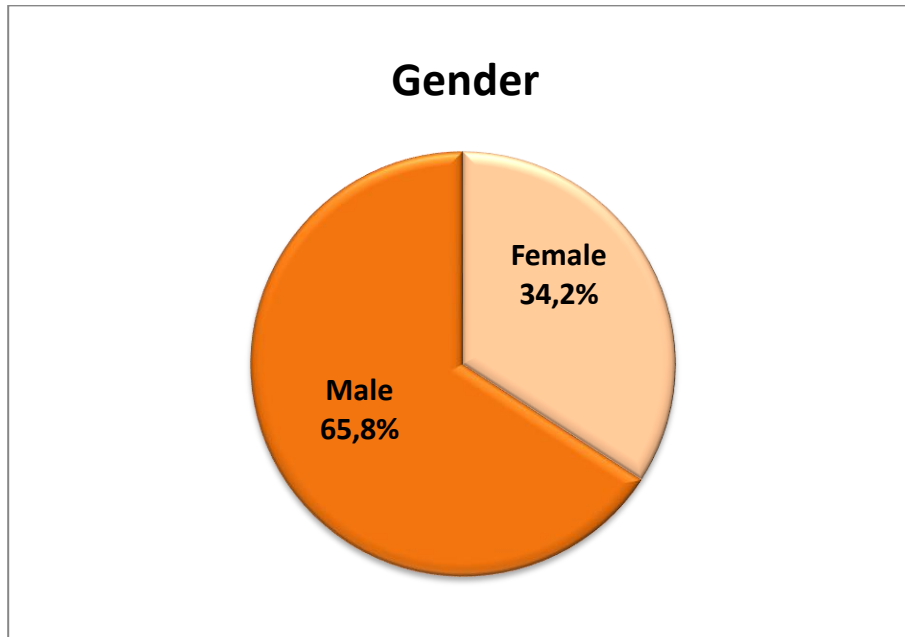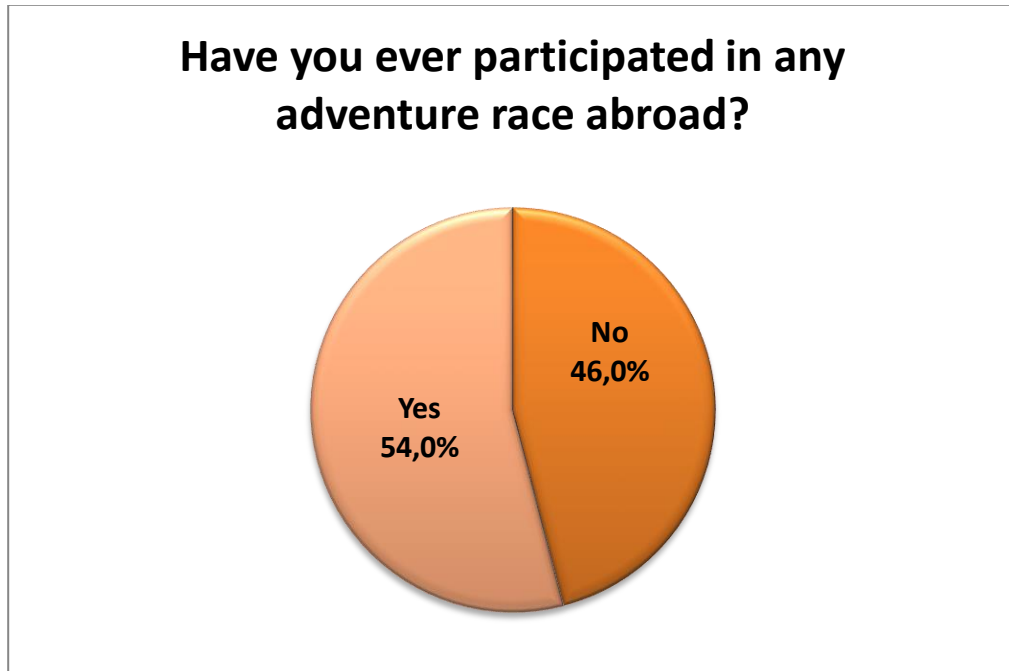

Figure 14. Respondents participation in the AR abroad (n=161).

The majority (90.5%) of those who had not participated in AR abroad would like to take part in such race one day (Figure 15). They said that more likely Facebook posts (74.6%) and friends' story (73.1%) would attract their attention. Specialized web portals (58.2%) and direct search in the Internet (46.3%) were the third and fourth popular channels respectively. Facebook still remained the most popular channel comparing to the other social media networks. However, this time, the other social media networks were named more often by respondents (Figure 16).

Would you wish to participate in adventure race abroad one day?

No
9,5%

Yes
90,5%

Figure 15. Distribution between those who would like to take part in AR abroad and not (n=74).

Channels where information about a foreign race will attract attention of potential participants most likely

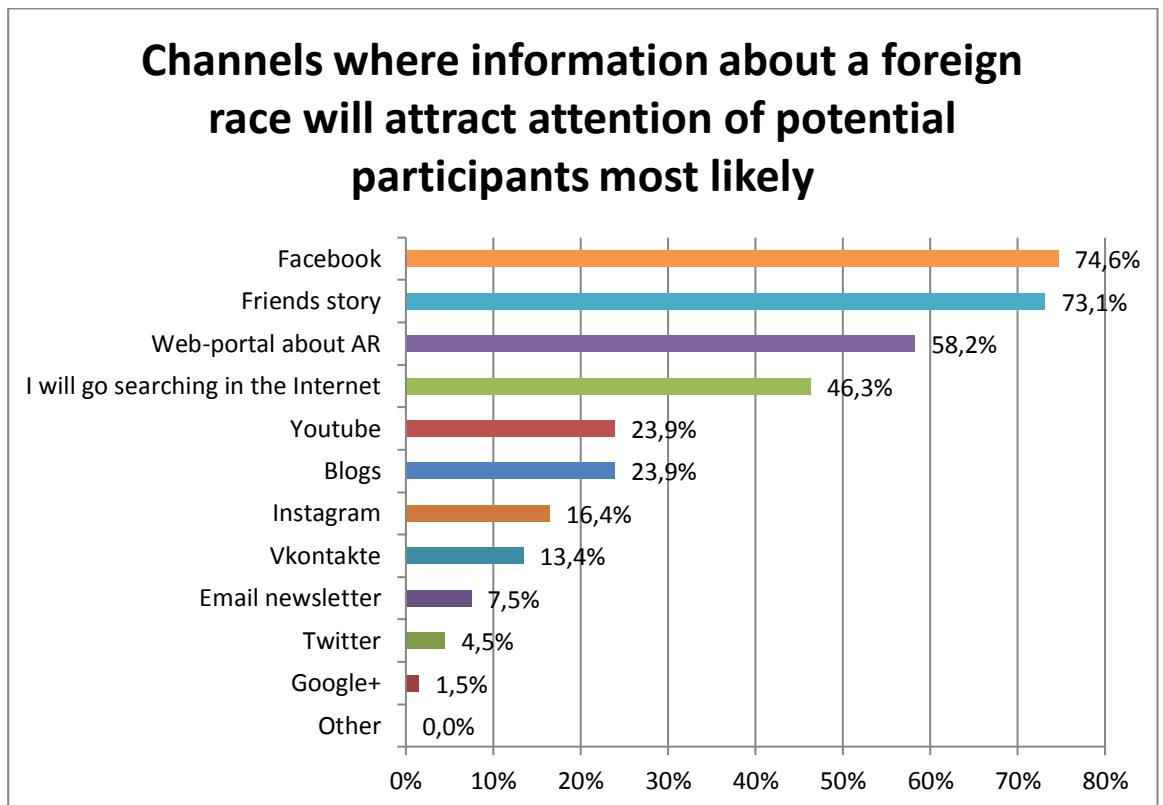| Channel	Percentage
Facebook	74,6%
Friends story	73,1%
Web-portal about AR	58,2%
I will go searching in the Internet	46,3%
Youtube	23,9%
Blogs	23,9%
Instagram	16,4%
Vkontakte	13,4%
Email newsletter	7,5%
Twitter	4,5%
Google+	1,5%
Other	0,0%

Figure 16. Favorite channels of those who had not participated in AR abroad but would like to do it (n=67).

The second research question was: what were the social media channels used by the organizers for promotion of the LiK race and their current figures of SMM indicators. The organizers of the LiK race use the following social media channels for promotions of their events: Facebook, Twitter, YouTube and Instagram (Table 6). Links to the channels can be found on the organizers' website.

Table 6. Social media channels used by organizers for promotion of the LiK race and their current figures of SMM indicators.

Social media network	Figures of social media indicators
Facebook	Page Likes 2,032
Instagram	Posts 33, Followers 195, Post Likes 170, Post Comments 3
Twitter	Posts 55, Followers 167, Likes 39
Youtube	Followers 8, Videos 19, Watches 27,565

The third research question was: how did the SMM indicators change after promotion activity in Instagram. The answer to this question is presented in the Table 7. Metrics were chosen from AMEC potential channel metrics framework (Table 4) based on the fact that idea of the social media promotion activity was to increase the potential audience exposure and engagement. Facebook was included to this table to highlight the level of changes of the Instagram's indicators. To show the changes of indicators caused by the promotional activity the figures of social media indicators from the same period of time of the previous year were taken for the comparison.

Table 7. Facebook and Instagram social media indicators and their figures for two periods of time.

Metrics		Facebook		Instagram	
Name	Description	13.03-13.07.2015	13.03-13.07.2016	13.03-13.07.2015	13.03-13.07.2016
Number of items (posts)		133	102	1	38

People reached: avg. day	Average number of people who have seen any content associated with the page per day. (Unique Users)	1,562.31	1,830.36		
People reached: sum all days	The number of people who have seen any content associated with Page for the period of time. (Unique Users)	189,040	221,473		
New Page likes	The total number of people who have liked Page. (Unique Users)	178	180		
Followers increase					96
Page engagement	The number of people who engaged with Page for the period of time. Engagement includes any click or story created. (Unique Users)	11,340	11,129	66.67	345.36
Post likes	The number of unique people who created a story about Page post by giving 'like' it. (Unique Users)	3,180	3,444	4	608
Comments	The number of unique people who created a story about Page post by	258	117	0	11

	commenting it. (Unique Users)				
Shares	The number of unique people who created a story about Page post by sharing it. (Unique Us-ers)	198	134		
Number followers				96	291

The activity in Facebook went as usual. It can be seen from the table that the in-dicators did not change a lot. The indicators "people reached avg. day" and "people reached sum all day" had higher figures this year which was obvious, as the total number of 'Page likes' increased as well. Overall, all the Facebook met-rics were in the same range as in previous year.

The activity in Instagram had increased. For the same period of time 38 post were published compared to 1 in the previous year which gave an increase of the number of followers to 291. More followers resulted in the higher rates of page engagement and the higher number of post likes.

The last research question was: what were social media channels used for pro-motion of international AR and their current figures of SMM indicators compared to the LiK race. The answer to this question is presented in Table 8.

Table 8. Indicators of different social media channels of the LiK race in compari-son with average figures of other races.

Social Network	Metrics	The LiK race	'Local' (aver-age fig-ures)	Belong-ing to ARES (average figures)	Belong-ing to ARWS (average figures)
Facebook	Page likes	2,228	2,971.14	1,520.67	10,565
Twitter	Posts	59	766	163.5	1,187.11
	Followers	167	451.4	126	842.89

	Likes	43	15		37.5
Instagram	Posts	71	71		64.5
	Followers	292	292		958.5
YouTube	Followers	8	54.2	4.67	97.85
	Videos	19	36.6	11	33.85
	Watches	27,565	47,613	4,298.67	37,792.14
Flickr	Followers		28		13.5
	Photos		2,539		3,169.75
Google+	Followers		2		
	Watches		19,682		
Vimeo	Videos			33	
	Watches			13,682	

All races included in this table were named by respondents in the questionnaire. They were divided into groups based on their affiliation to the European or World Series of adventure races or named 'Local' if they were not the part of any of them. Despite the name 'Local' the races still had foreign participants. Some average figures of indicators for the 'Local' races were higher than for the races in Europe Series, but lower than the races of World Series. Generally, the LiK race figures of metrics were lower than figures of the 'Local' races indicators.

8 DISCUSSION

8.1 Evaluation of the Results

In this chapter discussion develops in the following way. Firstly, results of the questionnaire are discussed. Secondly, the results of the promotional campaign in Instagram are compared to the similar case studies. At the end, the comparison of the LiK race's social media indicators with other races is presented.

It is interesting to compare popularity of channels of becoming aware of adventure races among all participants, i.e. both who had participated in the races abroad and had not but would like to do it (Figure 17). 'Friends' remains the most popular channel (68.2%) followed by AR web portals (57.1%) and Facebook (51.3%) with the close position of direct search in the Internet (47.4%). All together these channels form a big gap from all other social networks.
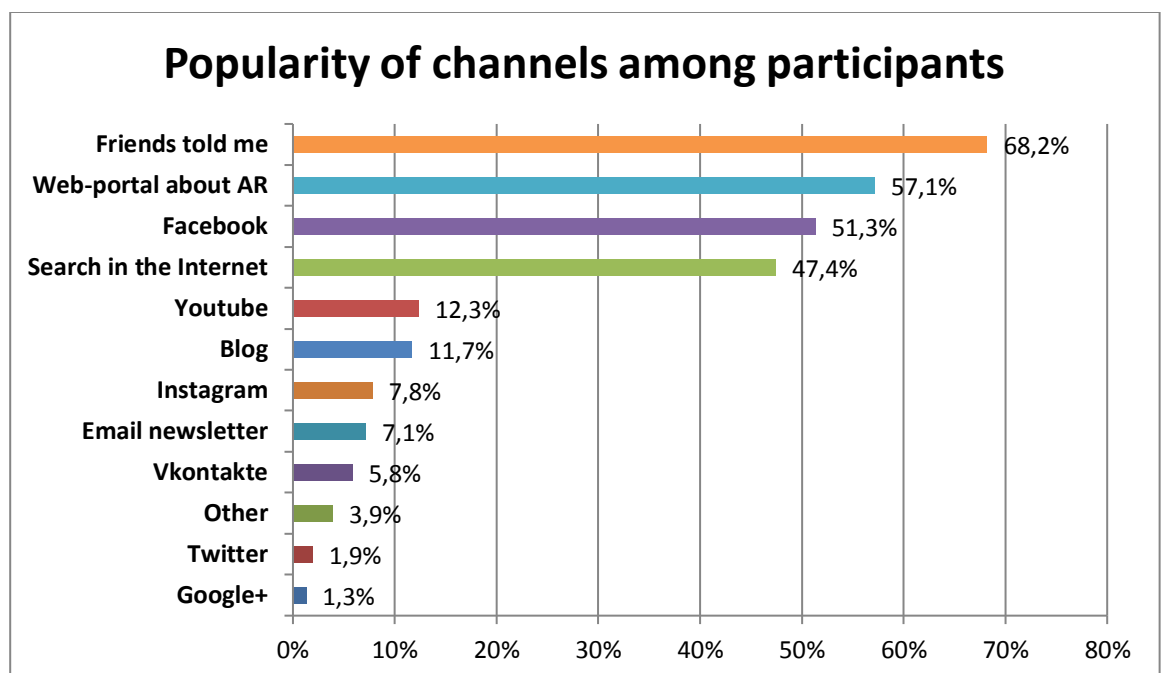

Figure 17. Popularity of channels among AR participants (n=154).

If to consider only social media networks then their popularity is ranked as it presented in Figure 18. Facebook remains the leading social media network used for becoming aware of AR (more than half of all respondents use it, 51.3%).

YouTube has attractive content for 12.3% of respondents. "Blog" performs almost equal to YouTube and is attractive for 11.7% respondents. The other social media channels have lower values (Figure 18).

Popularity of social media networks among participants

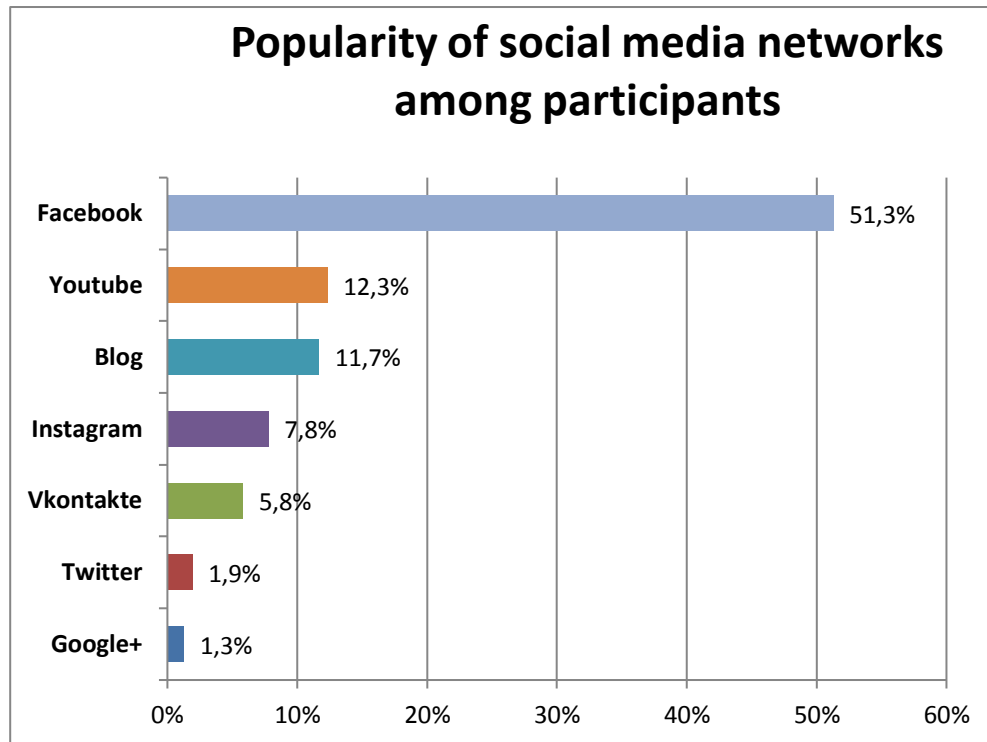| Network	Percentage
Facebook	51,3%
Youtube	12,3%
Blog	11,7%
Instagram	7,8%
Vkontakte	5,8%
Twitter	1,9%
Google+	1,3%

Figure 18. Popularity of social media networks among AR participants (n=154).

The results regarding popular social networks among AR participants (Figure 18) are similar to the diagram of top ten social networks for adventure travelers compiled by ATTA (Figure 6). In both cases Facebook is the most popular social network followed by YouTube in the second place. Facebook keeps the leader position with an impressive gap from the other networks. The other social networks are distributed differently. According to the ATTA report Google+ (32%) is placed third and followed by Twitter (25%) with little difference. Then the group of several social networks follows after Google+ and Twitter with almost equal popularity (8-9%, LinkedIn, Myspace, Instagram). (ATTA, 2013.) According to the results of the questionnaire, the channel "Blog" was ranked as the third popular channel followed by Instagram and Vkontakte with a tiny presence of Twitter and Google+. This difference in distribution of places and presence of different networks can be explained by the wider audience of the ATTA report (it includes all adventure travelers, not only AR participants). Moreover, the ATTA report in-

cludes the analysis of the adventure market of Europe, North and South Americas whereas the questionnaire respondents are presented by Europe mainly.

As it can be seen from Figure 12, almost twice as many males answered the questionnaire than females. On the one hand, it is not in accordance with available data that females are more likely to participate in surveys than men (Smith W. , 2008). On the other hand, it can be explained that AR is extreme sport and more men take part in AR than women. This also is similar to the adventure travelers profile provided by ATTA which states that 57% of adventure travelers are male (ATTA, 2013).

Statistics also demonstrates that adventure travelers tend to become younger. In 2010 ATTA stated that the majority of the adventure travelers were between 35-47 years old (ATTA, The George Washington University, & Xola Consulting, 2010). In 2013 ATTA reported that average age of the adventure traveler was 36 (ATTA, 2013). The results of this thesis cannot confirm the 'younger' trend because there were no longitudinal researches. However, according to the questionnaire results the most representative age groups in AR are 25-34 and 35-44 years old with a tiny difference between them – 37.9% and 39.1% respectively. These results are similar to the age groups named in the ATTA report.

As a result of the increased promotional activity in Instagram during March – July 2016 the number of followers increased in 96 (reaching 291 followers) and the engagement rate was 345% which is 5 times higher compared to the same period of the previous year. Using the tool for the analysis of performance of the organizers' website the impact of the promotional activity in Instagram can be evaluated. According to the Figure 19, there were only 4 visits of the organizers' website from the Instagram channel. Though, there was no traffic from Instagram at the same period of time in the previous year at all.

March – July 2016	
Traffic sources	**Sessions 43,188 (100%)**
1. Organic Search	26,688 (61.79%)
2. Referral	8,272 (19.15%)
3. Direct	6,020 (13.94%)
4. Social	2,207 (5.11%)
5. Email	1 (0.00%)

March – July 2015	
Traffic sources	**Sessions 52,291 (100%)**
1. Organic Search	30,542 (58.41%)
2. Referral	10,318 (19.73%)
3. Direct	7,888 (15.08%)
4. Social	3,500 (6.69%)
5. Email	43 (0.08%)

March – July 2016	
Social Networks	**Sessions 2,207 (5.11%)**
1. Facebook	2,109 (95.56%)
2. Blogger	54 (2.45%)
3. Vkontakte	30 (1.36%)
4. Twitter	10 (0.45%)
5. Instagram	4 (0.18%)

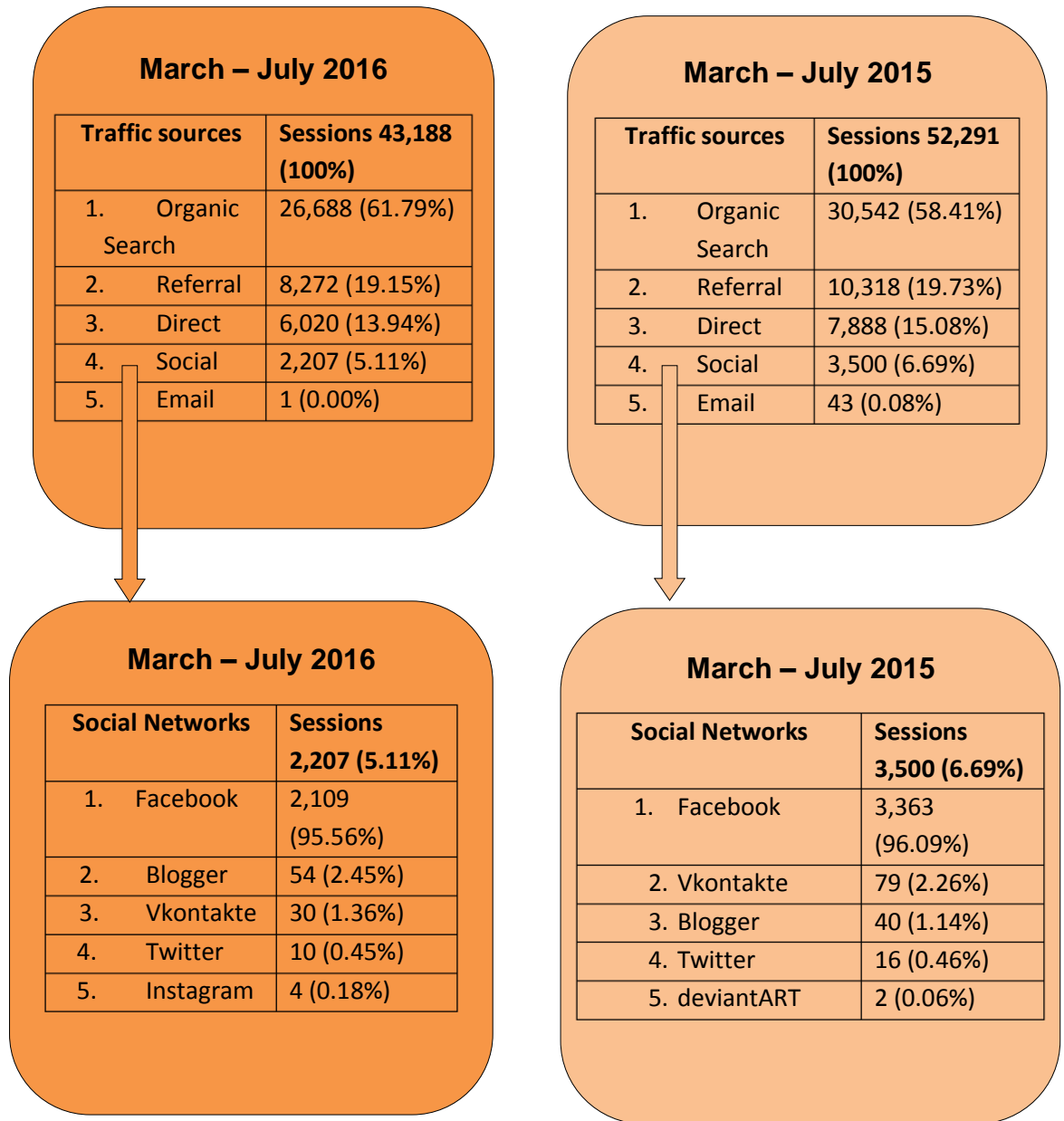| March – July 2015	
Social Networks	**Sessions 3,500 (6.69%)**
1. Facebook	3,363 (96.09%)
2. Vkontakte	79 (2.26%)
3. Blogger	40 (1.14%)
4. Twitter	16 (0.46%)
5. deviantART	2 (0.06%)

Figure 19. Distribution of traffic to the main website by channels for two periods of time.

This can be due to several reasons. Firstly, Instagram activity was low at the same time last year. Secondly, according to the results of the survey, Instagram is not the popular AR channel among the participants. Thirdly, the main organizers' webpage is not adopted for the mobile platform and not easy to navigate for foreign visitors. Moreover, those who liked the content of the Instagram account might not go to the webiste directly from the Instagram link but can later search the race directly in the Internet, and this fact cannot be seen through the available statistics. But if this is a case then the social media activity achieves its goal

to increase the number of people who know about the LiK race. Even though if Instagram's users do not know about the LiK race all published posts appear for all users of Instagram in the 'Explore' tab. The content of the 'Explore' tab is automatically generated based on the user's interests and recent posts.

A lot of the researches in the field of social media were done for the particular company or for the particular goal of the company with aim to show how social media can be utilized for their purposes (e.g. Nguyen, 2010, Stanley, 2011). Therefore, it was challenging to find similar researches to make comparisons of the results. The case study regarded the Instagram promotional campaign of the Columbus marathon fits this purpose best.

The promotional campaign in Instagram for the Columbus marathon was developed and implemented by a third-party company. They started from setting targets with clear numbers (250 followers within first week, 750 followers by the race date, 30% increase in the number of posted photos). To reach the targets at each stage (starting campaign, before the race, race day) the company hired influencers/ambassadors each of whom had a strong local net of followers in Instagram. Similar popular events (e.g. Run Festival) were used to promote the marathon. The period before the race were used to publish inspirational quotes, training tips, marathon news and updates, behind-the-scenes photos and videos keeping their followers up to date. Ambassadors published weekly photos for a marathon-related theme helping to expand the reach of the Instagram network. Throughout the race day photos and videos of athletes and scenes from around the course were published. As a result, the company reached targets with excess (more than 300 followers within first week, 988 followers by the race date, 42% increase in the number of posted photos). (Whaling, 2014.)

Comparing the above mentioned case study with the LiK campaign in Instagram, two main differences in the organization and implementation can be noted. The first difference is that the LiK campaign was implemented by one person for free without involving influencers. The second difference is that targets with numbers were not set for the LiK campaign. Otherwise, the ongoing strategy for the LiK race was to publish photos and videos of the LiK race in previous years demon-

strating the funniest, most interesting and challenging stages of the race and beauty of the Kainuu region at least twice a week or more often.

Despite the difference in the organization and implementation, the positive results of the LiK campaign were achieved: the number of followers increased to 96 reaching 291 followers, the number of posts increased 38 times, engagement rate was 345% (against 66% in the previous year). Some figures were problematic to calculate without detailed statistics of the previous year, and they were based on estimations.

Another example of the successful campaign in Instagram is promotion of Hawaii as the destination by the Hawaii tourism department. Impressive results of their campaign also confirm how much influencer marketing helps to achieve targets in SMM. It was said that content generated by influencers was crucial in increasing destination awareness. (Mediakix Team, 2016.)

The author considers that the comparison of the numeric indicators of the above mentioned campaigns is inappropriate in this case because of the difference in the amount of resources used and yet different type of activities (marathon, travel, and AR). Nevertheless, comparison of the organization and implementation allows to define the weak sides of the LiK campaign in Instagram. The objectives of the campaign that were set did not contain numerical expressions. Thus, it is possible to conclude about achievement of objectives by the evaluation of other parameters. It is quite difficult to estimate social media indicators in numerical expression without having experience in the implementation of this type of campaign and analytical data regarding performance for the previous period. Possible ways for improvement for the next campaign are described in Chapter 8.4.

Metrics that were available for calculations via open sources were chosen for comparative analysis of the LiK's indicators with the other races. The races with international participants were chosen based on the results of the questionnaire.

The full list of named races is presented in the Appendix 3. The list is long and includes diverse races from all over the world including well-known races that are part of the Adventure Races European Series (ARES) or the Adventure Race World Series (ARWS), as well as not so well-known, more 'local' races. Even

though the author tried to formulate questions very precisely, this one regarding participated races was unclear for some respondents. Those who participated in many races were confused which race they should name, probably, because they did not know how the data would be used. That is why they named several races or answered that they have done many. On the one hand, this can be explained as imprecise wording of the question; on the other hand, this can be explained by the desire of the respondents to share their experience.

The races named by the respondents were grouped based on their belonging to ARWS, ARES or if they were not in these series they were categorized as 'Local' group. All races that were included in the analysis and their figures of SMM indicators are presented in Tables 1, 2 and 3 in Appendix 4. The average values of all races in the groups were calculated and presented in Table 8 (on page 42) together with figures of the race organizers' website haastaItsesikunnolla.fi.

It might be thought that belonging to ARES or ARWS provides higher figures of social media metrics. However, it is not entirely true. As it can be seen from the Table 8, some average figures of indicators for 'Local' races such as Facebook page likes, number twitter posts and YouTube watches, are higher than for races in Europe Series, but lower than races of World Series. Generally, the figures of the LiK race metrics are lower than the figures of 'Local' races indicators. This is true for Twitter's posts and followers, YouTube videos and watches with an exception of Facebook 'Page Likes' (2,228) which is at the same range with the figure of 'Local' (2,971.14). Though the group is named 'Local', all included races had participants from other countries. It may mean that the organizers of the LiK race need to work more to make the event more known among the adventure race participants.

Research Limitations.

The research sample was not entirely random in this study. This presents the limitation of this research. The generalisation about the studied population is an important component of a quantitative research and it can be made when the sample is randomly selected. Propability sampling techniques are possilbe to employ only when the number of studied population is known or the full list of

studied population is possible to obtain. (Lund Research, 2012.) As it seems impossible to get the full list of the adventure races' participants the sample is not random. However, the invitations to take part in the survey were sent to people from different countries aiming to achieve the representativeness.

The main way of contact with the respondents is the other limitation of the research. The invitations to take part in the survey were sent participants directly in Facebook. The link to the questionnaire also was published on dedicated AR web portals and Facebook groups. This way of distribution of the questionnaire was chosen because it was cheap and easy. It means those who do not have Facebook account were excluded from the participation automatically and their opinions were not presented. This is also true for invitation posts on dedicated AR forums. Even if a person could be active AR participant s/he might not be a user or an active user of the Internet and web portals were the link for the questionnaire was published.

The wording of questions was examined thoroughly to ensure the questions are not biased and easy to understand and answer (Trochim, 2006). It seems that it was not fully achieved because some respondents named the races in the same country as the country of their residence whereas they were asked to name the race abroad. However, this also can be explained by unknown level of English language as respondents were from different countries.

Pilot study is usually conducted among small number of participants with aim to detect any mistakes and correct them prior to the main survey (Burgess, 2001). In this research the pilot study was not conducted due to lack of time.

8.2 Ethicality and Reliability

Research validity is determined by how truly collected data represent the studied topic. Leisure and tourism researches are very often about studying people's behavior and attitudes. Researchers should rely on people's reports and responses to different forms of interview and questionnaires which are used to collect the data and are not perfect. Thus, researchers face difficulties to make validity as

precise as in natural sciences. Also researchers face difficulties in the research reliability for the same reason. Reliability of the research instrument is the extent to which the instrument produces the same results on repeated trials. But this can rarely be true for researches in tourism and leisure as people's behavior and attitudes are changing with time (Veal, 2006, p. 41.)

The clear structure of the questionnaire and simple questions should ensure the reliability of data. The questionnaire structure and wording of the questions were also checked by the experienced market analyst to diminish problems in data collection and analysis. However, as questions are related to past people's experience answers are based on their memory which is the unreliable thing itself (Eisold, 2012). And, as it was mentioned earlier, this is a big challenge for all researchers in social sciences. So, the author interviewed as many respondents as possible to increase the data reliability.

The conclusions drawn are based on numerical evidence. The author was not aimed to make principal, theoretical statements about the adventure tourism industry or digital marketing based on the collected data. As the research was aimed to serve the practical purpose of the commissioning party, its results are reliable at the time and place the research was carried out.

Using web-form of the questionnaire declines the probability of error while transferring data from saved responses to tables for analysis which increases data the reliability (Trochim, 2006). To avoid confusing respondents about what was being asked and influencing their answers the author tried to deisgn the questions carefully and clearly. Every respondent was asked the same series of questions. (Giesen, Meertens, Vis-Visschers, & Beukenhorst, 2012, p. 14.)

A screening question was included to the questionnaire to ensure that the respondents answer about adventure races and not about other activities (Brace, 2008). As it was said earlier in the theoretical background part of the thesis, the meaning of 'adventure' is subjective and, for instance, orienteering championship competitions abroad can also be adventure for some people, but they are not adventure races in the meaning that the author uses throughout the thesis. For this reason, 11 answers were excluded from analysis.

In terms of ethicality, the survey was conducted in accordance with the Code of Marketing Research Standards. The participation in the survey was voluntary. No any personal information that could identify respondents (e.g. names, address or contact details) was asked or collected. No any advertisement or product promotion information was included in the questionnaire. The questionnaire was designed in such a way to exclude any influence from the author. The answers were collected electronically to increase data accuracy. Collected data were used only for the purpose of this study. (Marketing Research Association, 2016.)

The photo is used on the cover page of this thesis. The owner of the photo is Mr. Antti Nousiainen. His written consent was received regarding using the photo on the cover page of this thesis.

8.3 Professional Development

This thesis developed author's competences in learning, ethical, working knowledge and skills, so-called 'generic competences', as well as competences in activity tourism and service management. The generic competences constitute a base for professional working life and cooperation allowing to develop one's own expertise. (KAMK, n.d.)

Studying the LiK race, its characteristics and implementation process allowed to comprehend its regional strengths. Knowledge of the other adventure races and their analysis, comparison to the LiK race gave the understanding of the significance of nature, culture and exercises in producing the adventure experience. Thus, competences in activity tourism were developed.

During the thesis process the author expanded her knowledge about marketing and the adventure tourism with focus on social media marketing. Conducting the survey allowed the author to apply theory knowledge into practice. In addition, it helped to improve interpersonal skills and be effective in developing relationships with different people. Thesis implementation process also helped to develop time

management skills. Implementing the promotion campaign allowed the author to gain experience in promotion of an adventure tourism product.

Information retrieval using different sources and critical analysis of information, planning the work and evaluation of resources improved the author's learning competence. Ethical principles were applied to conduct a survey. Planning and implementation of the promotional campaign in Instagram, analysis of its results and formulating recommendations developed the author's competence in marketing and event management.

The author established contacts with different people in the field of AR, which can be useful in future working life. All this experience gained during the thesis process can be effectively utilized in future projects regarding planning, promotion or developing of adventure tourism, well-being or sports products.

8.4 Conclusion and Further Development

The results of the questionnaire analysis show that friends, dedicated web portals and direct search in the Internet are the most popular channels where people become aware of AR. This means that the organizers of the LiK can increase awareness of the race by motivating participants to share their experience about race participation. Here social networks can help even though not all social networks are the main channels.

Facebook has proved to be the most popular among social networks. Therefore, promotional campaigns and increased activity can help to attract new followers which may be converted into race participants later, including those from abroad. Despite on surpassing popularity of Facebook, other networks (for example, Blogs, Instagram and Twitter) and Email newsletters were also named by respondents as likely channels for receiving information about AR. They can also serve as the feeding source for the main channels (website, direct search and Facebook). Thus, it is important to publish attractive and reliable content for these accounts, be the active user by monitoring and sharing the experience of followers. Constant activity and periodical publishing of relevant information,

news and behind-the-scenes photos will keep followers interested, motivated and up to date. As the results of the promotional activity in Instagram showed, regular updates increased the number of followers and engagement rate. Inspirational photos and videos made the account attractive and engaging.

YouTube is overlooked for some reasons; however, the number of watches shows that the large amount of users watch videos about races. This is a good chance for the organizers to convert watchers into participants. Watchers can be both in and out of the target group which means that quality videos, exciting plot, wonderful views of nature and race dynamics can engage users to become participants of the race.

Using analytic tools such as Iconosquare can provide organizers with a lot of insights. The tool shows not only usual figures such as number of followers, posts and comments but also calculates the engagement rate, shows the origin of followers and other useful information. This can help to build the promotional strategy and plans more precisely and track their effectiveness. Lottery, discounts and competitions with small incentives in social networks might keep followers interested and motivated to share their experience.

Another way to make the race known among a wide population, including foreign participates, is to invite one or two known teams or athletes to take part in the LiK race. Sharing their experience, stories, process of preparation, and thoughts and feelings about the race can attract those who follow them and increase the LiK race awareness. Examples of the Columbus Marathon campaign and the Hawaii destination promotion where influencer marketing was employed illustrate the success of this strategy. In addition, to the author's knowledge the organizers of the LiK race are already using influencer marketing strategy in Facebook. The easiest way to transfer this experience is to share relevant Facebook content with the Instagram audience to keep Instagram updated. For products with photogenic views (e.g., AR) Instagram is the ideal platform to reach thousands of engaged clients (Mediakix Team, 2016).

As was mentioned in Chapter 8.1, to set numerical objectives was a challenging task for the author who had no similar experience before. For future promotional

campaigns this task should be more feasible for the LiK organizers because now they have an image how much could be achieved by one person for free without hiring influencers. For further development of the event in social media networks organizers should create a plan of social media activities with clear numerical objectives and link the campaign objectives to business objectives for each stage of the market funnel. Metrics for tracking performance on each stage should be defined and later analyzed in relation with business tasks.

This research can be improved by overcoming the limitations mentioned in Chapter 8.1. For further research it would be interesting to analyze the organizers' website usability and find a way how it can be improved. Convenience of the navigation for foreign users and navigation the webpages via mobile platforms should be examined. As available data shows, little number of people visited the main website haastaitsesikunnolla.fi following the link in Instagram and they did not go further than the first web page. Thus, the other option for improvement is to determine how to adapt website in such a way that people would navigate it further than the first web page. It may also be the question not only adaptation of web pages but the links which are available in the account profile (for example, in Instagram bio). The organizers should remember that company information in account description is not something static and unchangeable; but it is a flexible tool which can be used to direct users to desired pages. It can bring users (and potential new clients) to other social networks, direct them to see specified posts, videos, blogs or lotteries, etc.

The other further research in this field can be conducted about adventure racers' behavior and motives. This information can help to the organizers to comprehend how their events can be improved and help to know participants better and to be ready to satisfy their needs. ARES provides help with promotion of the race included into the series which makes the race more recognizable among AR participants (AR Euroseries, 2013).

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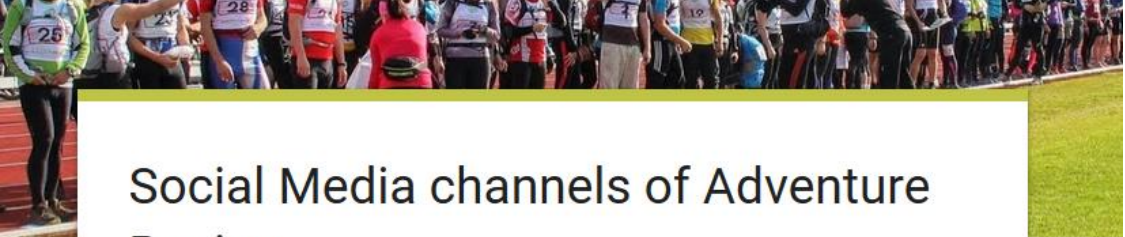
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APPENDICES

Appendix 1. Questionnaire in English

Social Media channels of Adventure Racing

The aim of this questionnarie is to collect data and figure out the most popular channel of adventure races' awareness abroad. If you participate in adventure races, please, answer the following questions, it will take about 5 minutes. Thank you!

*Required

Gender *

○ Male

○ Female

○ Other

Age *
Select your age

○ 16-24

○ 25-34

○ 35-44

○ 45-54

○ 55 and over

Country *
Select country of your residence

Choose ▾

Have you ever participated in any adventure race abroad? *

○ Yes

○ No

NEXT

Never submit passwords through Google Forms.

Country *

Bulgaria

Canada

Croatia

Cyprus

Czech Republic

Denmark

ed in any adven

If you have participated in adventure race abroad

How did you know about the race you've participated? *
You can choose several options or tell us your story in "Other" box

☐ Youtube

☐ Twitter

☐ Instagram

☐ Friends told me

☐ Blog (blogspot, wordpress, livejournal, any other)

☐ Google+

☐ Facebook

☐ Vkontakte

☐ Search in the Internet

☐ Email newsletter

☐ Web-portal about adventure races (like sleepmonsters.com or similar, might be in your own language)

☐ Other: _____

Participated races *

Which race have you participated in abroad? Please state in a format (race, year, country). If you have done many, state only one. Example: Endurance Quest Race, 2012, Finland

Your answer

BACK   SUBMIT

Never submit passwords through Google Forms.

If you have not participated in adventure race abroad

Would you wish to participate in adventure race abroad one day? *

○ Yes

○ No

BACK   NEXT

Never submit passwords through Google Forms.

If you answered 'Yes'

Please select channels where information about a foreign race will attract your attention most likely *

You can choose several options or suggest your own in "Other" box

- ☐ Google+
- ☐ Web-portal about adventure races (like sleepmonsters.com or similar, might be in you own language)
- ☐ Email newsletter
- ☐ Facebook
- ☐ Friends story
- ☐ Instagram
- ☐ I will go searching in the Internet
- ☐ Vkontakte
- ☐ Blog (blogspot, wordpress, livejournal, any other)
- ☐ Twitter
- ☐ Youtube
- ☐ Other: _____

BACK   SUBMIT

Appendix 2. List of channels where the link to questionnaires was published

- Author's personal FB page

- Author's personal page VKontakte

- Haastaitsesikunnolla Instagram account

- AR forum in Russia http://x-race.info/forum/forum1/topic1324/messages/

- Sleepmonsters https://www.facebook.com/SleepMonsters/

- Adventure Racing Stockholm https://www.facebook.com/adventureracingstockholm/

- multisport.se https://www.facebook.com/multisport.se/

- Multisport Cup https://www.facebook.com/groups/115511478459425/

- Copenhagen Adventure Sport https://www.facebook.com/cphadventure/

- Vilnius Challenge https://www.facebook.com/vilniuschallenge/

- Pokonaj Astmę https://www.facebook.com/pokonajastme/

- TEAM 360 STOPNI https://www.facebook.com/groups/318211696761/

- Inov-8 team https://www.facebook.com/Inov-8-team-178457405510077/

- Adventure Race Slovenia https://www.facebook.com/Adventure-Race-Slovenia-17892931082/

- Patagonian Expedition Race https://www.facebook.com/PatagonianExpeditionRace/

- Expedition Alaska Adventure Race https://www.facebook.com/expeditionalaska/

- Corsica Raid Aventure https://www.facebook.com/corsicaraid/

- Raidaran https://www.facebook.com/raidaran/

- The Beast of Ballyhoura https://www.facebook.com/BallyhouraBeast/

- Czech Adventure Race https://www.facebook.com/CzechAdventureRace/

- Nómadas Adventure Team https://www.facebook.com/nomadasadventureteam/

- UK Adventure Racing https://www.facebook.com/ukadventureracing/

- Open Adventure https://www.facebook.com/openadventure/

- Questars Adventure Races https://www.facebook.com/questars.adventure.races/

- Raid Gallaecia https://www.facebook.com/RaidGallaeciaExpeditionRace/

- Kolmården EXtreme https://www.facebook.com/Kolm%C3%A5rden-EXtreme-796629503719437/

- Kinetic Events Africa https://www.facebook.com/kineticeventsafrica/

- 180 Adventure https://www.facebook.com/180Adventure/

- Spirited Women - All Women's Adventure Race https://www.facebook.com/spiritedwomenadventurerace/

- Adventure Race the hARz https://www.facebook.com/ARtheharz/

- German Adventure Race Serie https://www.facebook.com/germanadventureraces/

- Swedish Adventure Racing Series https://www.facebook.com/swedisharseries/

- AdventureRaces.ru Приключенческие гонки https://vk.com/arinfo

Appendix 3. List of AR with foreign participants

- Vilnius challenge, Lithuania

- XDream, Estonia

- Åre Extreme Challenge, Sweden

- The Harz, Germany

- X-Race, Latvia

- Extar, Estonia

- Gael Force, UK

- CZAR, Czech Republic

- Endurance Quest Race, Finland

- RedFox AR, Russia

- Adventure Race Slovenia, Slovenia

- The Beast of Ballyhoura,Ireland

- Lycian Challenge, Turkey

- Raid Gallaecia, Spain

- Portugal XPD race, Portugal

- Patagonia Expedition Race, Chile

- Brasilia Multisport, Brazil

- Godzone, New Zealand

- Expedition Africa, South Africa

- Itera, Ireland

- Apex Race, Switzerland

- Raid The North, Canada

- Eco Challenge, Malaysia

- Suqian Luoma Lake Outdoor Challenge, China

- Lidzsvars, Latvia

- Ecomotion, Brasil

- Baise outdoor quest, China

- Wulong Mountain Quest, China

- Pengzhou, China

- Sunflower State Games, USA

- Ferrino Extreme Marathon, Ukraine

- AbuDhabi Adventure Challenge, United Arab Emirates

- Milo-Raid, Ukraine.

Table 1. Races belonging to group of 'Local' races and their figures of SMM indicators

Social Network	Metrics	HaastaltsesiKunnolla	Vilnius challenge, Lithuania	XDream, Estonia	Åre Extreme Challenge, Sweden	The Harz, Germany	Xrace, Latvia	Extar 2014, Estonia.	Average
Facebook	Page likes	2,228	7,161	2,946	2,994	566	3,645	1,258	2,971.14
Twitter	Posts	59	1,291		363	281	1,836		766
	Followers	167	162		98	131	1,699		451.4
	Likes	43	2			1	14		15
Instagram	Posts	71							71
	Followers	292							292
YouTube	Followers	8	64	59	51		89		54.2
	Videos	19	26	73	10		55		36.6
	Watches	27,565	32,079	95,050	20,854		62,517		47,613
Flickr	Followers				28				28

	Photos				2,539				2,539
Google+	Followers				2				2
	Watches			19,951	19,413				19,682
Vimeo	Videos								
	Watches								

Table 2. Races belonging to group of ARES races and their figures of SMM indicators

Social Network	Metrics	CZAR, Czech Re-public	Endurance Quest Race, Fin-land	RedFox, Russia	Adventure Race Slo-venia	The Beast of Bally-houra, Ire-land	Lycian Challenge, Turkey	Average
Facebook	Page likes	1,722	869	1,129	1,685	2,633	1,086	1,520.67
Twitter	Posts	36	50			562	6	163.5

	Followers	21	109			332	42	126
	Likes							
Instagram	Posts							
	Followers							
YouTube	Followers	6	2				6	4.67
	Videos	23	6				4	11
	Watches	9,921	576				2,399	4,298.67
Flickr	Followers							
	Photos							
Google+	Followers							
	Watches							
Vimeo	Videos				33			33
	Watches				13,682			13,682

Table 3. Races belonging to group of ARWS races and their figures of SMM indicators

Social Network	Metrics	Raid Gallaecia, Spain	Portugal XPD race	Patagonia Expedition Race, Chile	Brasilia Multisport, Brazil	Godzone, New Zealand	Expedition Africa, SA	Itera, Ireland	Apex Race, Suisse	Raid The North, Canada	Average
Facebook	Page likes	1,803	317	15,084	4,997	54,675	9,742	6,769	1,068	630	10,565
Twitter	Posts	145	6	717	481	655	5,469	1,998	82	1131	1,187.11
	Followers	103	10	1,680	463	855	1,388	1,754	200	1133	842.89
	Likes							71		4	37.5
Instagram	Posts	8				121					64.5
	Followers	190				1,727					958.5
YouTube	Followers	15		416	11	45	47	134	17		97.85
	Videos	12		34	22	67	38	36	28		33.85
	Watches	9,715		142,453	7,575	7,874	19,921	65,389	11,618		37,792.14
Flickr	Followers	6			4	33			11		13.5

	Photos	2,266			149	8,938			1,326		3,169.75
Google+	Followers										
	Watches										
Vimeo	Videos										
	Watches										