

2013

Save the Rainforest ... For Me! A Case Study on the Management and Marketing of Adventure Running Races in Central & South America [Abstract]

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Recommended Citation

Reese, Jason D. and Plunk, Jamey R., "Save the Rainforest ... For Me! A Case Study on the Management and Marketing of Adventure Running Races in Central & South America [Abstract]" (2013). *Faculty Publications*. Paper 14.

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Save the Rainforest... For Me!

A Case Study on the Management and Marketing of Adventure Running Races in Central & South America [Abstract]

Sporting events have become increasingly globalized (Hargreaves, 2002). This globalization can be seen in all segments of the sport industry, including adventure running. The purpose of this case study is to investigate the current practices of adventuring sporting events in Central & South America. Specifically, we focus on the organization, management, promotion, and pricing of multiple adventure running events. While there are many firms that focus on adventure running, this case focuses on TCC Adventures, a multinational corporation with offices in the United States and Costa Rica. TCC Adventures organizes adventure running races in Costa Rica, Panama, & Bolivia (tccadventures.com, 2011).

Ultra running gained popularity during the 70s and 80s with the increase in road marathons and races of shorter distances. In the last decade, the number of runs (some up to four times longer than standard 26.2 mile marathons) have moved ultra-running into the mainstream. Roughly 10,000 athletes compete in extreme endurance runs worldwide. With its increase in popularity, ultra adventure runs have a significant impact on the local, and often struggling, economies of third world countries.

Who is TCC?

TCC is a private, for profit, LLC that was incorporated in 2001. TCC's events include The Coastal Challenge, the Route of Fire, the Panama Island Run, the Surf and Run Challenge, the Inca Run and the Rainforest Run. Every event is a multi-day, multi-location competition where runners cover distances between 18 and 60 kilometers a day for several consecutive days (tccadventures.com, 2011).

Marketing & Pricing Strategies

The firm has multiple sponsorship deals; all focusing on the trail adventure runner. The primary sponsor for TCC's events is National Geographic; due to the destination focused runs (tccadventures.com, 2011). Word-of-mouth through social media and internet marketing are their primary tactics used to increase brand awareness.

TCC uses cost-plus pricing in conjunction with promotional pricing. Their promotional pricing includes price discounts for two person relay runs. Dynamic and variable pricing is commonly seen in today's sport events (Drayer & Shapiro, 2011; Rascher, et al., 2007), and is used here.