

Fact Sheet



JUST THE FACTS

Five-Year Agreement: 7 Races

IRONMAN 70.3 World Championship: 2021 – two races – Men’s & Women’s

IRONMAN 70.3 North American Championships: 2021, 2023, 2025

IRONMAN North American Championships (140.6): 2022, 2024

IRONMAN 70.3 World Championship St. George September 13-18, 2021 (Race Week)

Women’s Race – Friday, September 17

Men’s Race – Saturday, September 18

World Championship Location History

2021 – St. George, Utah

2020 – Taupo, New Zealand (postponed)

2019 – Nice, France

2018 – Nelson Mandela Bay, South Africa

2017 – Chattanooga, Tennessee

2016 – Mooloolaba, Queensland, Australia

Historical DATA 2017 - 2019

20% increase in athletes since 2017

Average stay: 5-7 nights

Guests per athlete: 2-3

Countries represented: 100+

(Top countries in Nice 2019: USA 1053; France 568; Germany 444; GB 416)

Economic Impact \$22-27.5 Million

2021 St. George (Anticipated)

100+ Countries

6,000 Athletes

17,000 family and friends

\$25-30 Million in Direct Economic Impact

Community Notes:

- Washington County proclaimed September 13-20 as **IRONMAN Volunteer Week**
- Washington County School District declared Friday, September 17th as a **“No School Day”**
- Washington County & St. George City commissioned an inspiring M-Dot sculpture as an artistic legacy commemorating the commitment, dedication and positive characteristics of

the athletes, volunteers and community members (past and present) who made the World Championship possible

Key Messages

- It's a big deal. (Simple, but true.) The largest most globally recognized event to happen in this area. It's a Worldwide Event – similar to the Olympics. A World Stage.
- **Land of Endurance** (overall marketing strategic concept)
Greater Zion is a desert of extremes, a land carved by ancient seas that knows a thing or two about grit. Those who came before us on these lands knew no different— hardship, resilience and survival are layered into this soil, and their legacy carries on. Whether by blood or in spirit, we are kin here.

And you are here—finally—setting foot on a course two billion years in the making. Heart pounding, you have earned this moment. This is what you've trained for, this wilderness. We've been waiting for you.

Plunge into a desert oasis, cycle beneath towering rock faces, run through ancient lava fields. The winding and weather-worn canyon walls stand guard over your journey.

This land rewards those who outlast. This is the land of endurance.

- **Rise to It** (tagline)
This lasting and repeated phrase attached to the IRONMAN 70.3 World Championship St. George supports the strategic concept "The Land of Endurance" and is appropriate in written or "badge" form in marketing materials.
 - This course is known for its climbs, shaped by volcanic activity and ancient seas
 - Pine Valley Mountain is the largest laccolith (solid mass of rock rising up from the earth's crust) in the world
 - Greater Zion is at the convergence of the Mojave Desert, the Great Basin and the Colorado Plateau. The land showcases the contrasting terrain, colors, vegetation and wildlife from three distinct geologic systems and ecotones
 - This area has endured and risen to every challenge thrown its way
 - This is the championship—competitors will have to rise to the occasion
 - "Rise to It" is an invitation, an admonition, a call to be and do and live at a higher level
 - "Rise to It" provides a tie-in to Utah's long running and well established "Life Elevated" brand
 - Community members and volunteers have the opportunity to rise to the occasion to support the race

Economic Impact

This five-year agreement is estimated to bring in \$70 Million in economic impact.

An influx of 20,000 athletes, volunteers, spectators and media over a 4-5 day period around the World Championship alone should bring an estimated \$25 - \$30 Million indirect economic impact.

Reach

IRONMAN anticipates over 50,000 spectators. And 30 million + reaching via digital means.

Volunteers Needed: 4,000

Media

Community Hype Video: <https://youtu.be/pnKF231HES0>

Introducing the Land of Endurance (Athlete Invitation Video): <https://youtu.be/f2BzeBCUodo>

Website

IRONMAN: <https://www.ironman.com/im703-world-championship>

LOCAL: ironman.greaterzion.com

About the IRONMAN 70.3 World Championship

The IRONMAN 70.3 World Championship is the only two-day – women's race on one day, men's on the next – event in the IRONMAN 70.3 portfolio. It's also the largest.

In 2006 the inaugural IRONMAN® 70.3® World Championship was held in Clearwater, Florida becoming another test for the world's elite triathletes. Since that auspicious beginning, the IRONMAN 70.3 World Championship has grown in stature and popularity moving first to Henderson, Nevada in 2011, where athletes encountered a more challenging terrain and then to Mont-Tremblant, Quebec—its first stop on the new "global rotation" for the championship. The event reached European soil for the first time ever in 2015, with Zell am See, Austria, hosting an epic and memorable event. In 2016, the race moved from the mountains to the beaches of the Sunshine Coast in Queensland, Australia. Last year, the event returned to the United States, taking place in Chattanooga, Tennessee, becoming a two-day race for the first time. In 2018, the event reached the African continent for the first time and was hosted in Nelson Mandela Bay in South Africa. More than 185,000 athletes participated in a season of qualifying races for the championship, a series which consists of over 100 events in locations such as Australia, Brazil, China, Germany, North America, South Africa and Switzerland. Approximately 4,500 athletes from around the world were registered to compete in this prestigious race. Participants in the Isuzu IRONMAN 70.3 World Championship ranged in age from 18 to 78-plus, and represented over 100 countries, territories and regions. The race will move to Nice, France for 2019 with qualification events already underway. In 2020, the event will move to Taupō, New Zealand where there is a long and storied IRONMAN history that spans 20 years.

About IRONMAN

As part of Wanda Sports Holdings, the IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon® Series, mountain bike races including the Absa Cape Epic®, premier marathons including the Standard Chartered Singapore Marathon, trail running like Ultra-Trail Australia™, and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than a million participants annually the benefits of endurance sports through the company's vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 230 events across 53 countries. For more information, visit www.ironman.com.