

Critical Business Info Facts

2021 IRONMAN World Championship Saturday, May 7, 2022 (postponed from 2021)

The IRONMAN World Championship is the longest running and most distinguished endurance event in the world. St. George is honored to host the first IRONMAN World Championship outside of Hawaii.



Event Basics

May 1-8, 2022 (Race Week)

May 7 – Race Day

Nearly 15,000 visitors from around the world will be in town for the IRONMAN World Championship. They will bring \$25-30 million in economic impact to the businesses in the area. We encourage residents and businesses to prepare for the event by adapting your normal schedules so you can join in the activities and support the event.

Be aware of the event, its impacts, and its rewards for you and your business.

Event information, traffic impacts and more: IRONMAN.GreaterZion.com

To Do

Staff up – approximately 20,000 visitors will be in town (this is the equivalent of a Presidents Day Weekend, but for the week)

Stock up – don't run out of food, coffee, wine, beer, spirits – consider items triathletes and international visitors are going to desire – for race week and/or race day

Spiff up – show off to the world, putting your best foot forward in appearance and cleanliness

Educate your staff – make them prepared, share resources, instruct – let them know how they can appreciate this and what's happening in the community and be educational vehicles about the area

Update your website, social media, and Google listing – let these visitors, and your regular guests, know when you're open, where to park, and any other vital info

Advise regular deliveries and delivery drivers of access or alternative access; possibly switch delivery days, if needed

Refer to IRONMAN.GreaterZion.com for event details and information

Consider Adaptions

Add extended hours – open early to accommodate spectators on event day, stay open later to accommodate the event schedule

Bring your business out front – if you're on the route or on a closed street, consider bringing products to the sidewalk, increase outdoor dining/seating options, or even offering to-go items for those passing by.

If you serve alcohol, with increased outdoor seating, consider extending your liquor license.

Consider outside games or pastimes while people wait for food or tables.

If you don't normally serve grab-and-go, consider such for Race Day spectators.

On Saturday (race day), consider a day of service and volunteer instead of being open.

If you're not a hospitality business, still consider welcoming in visitors with music, snacks, conversation.

Embrace the Event

Make IRONMAN specials – it doesn't have to be a discount, but name a sushi roll, drink, sandwich or something IRONMAN.

Get involved – volunteer, attend events, check out the IRONMAN Village.

Hang welcome banners, balloons, and encourage staff to dress in themes of IRONMAN – make it a party all week!

Use social event hashtags: #IM70WC | #mdotsculpture | #Kumukahi | #LandofEndurance | #IRONMAN | #GreaterZion and tag @greaterzionutah and @cityofstgeorge

Add your hashtag and run a social media contest for IRONMAN athletes and fans.

Tools

Marketing Series – March 9 & 10 – Learn of grassroots, organic and paid media strategies that will reach athletes and bring them into your business.

Welcome banners– using an event template, order through Alphagraphics (coming soon)

Pick up information (Race Week Activities brochures, visitors info, etc.) from the Greater Zion Convention & Tourism Office (20 North Main Street) – available in late March

IRONMAN.GreaterZion.com for road closures, links to course maps, fact sheets, schedules, and other resources.

Ask the Questions

As the lead hosts of this epic event, the **Greater Zion Convention & Tourism Office** wants this to work for you. Have any questions or concerns, contact info@greaterzion.com or 435-634-5747.

Reach out to Marc Mortensen, **City of St. George**, (marc.mortensen@sgcity.org) for questions on business operations and ordinances during this event.