



Washington County Nets over \$41 Million from 2021 Intermountain Healthcare IRONMAN® World Championship Presented by Utah Sports Commission

Figure Raises 12 Year Total IRONMAN has Contributed to Local Economy to \$160 Million

St. George, Utah – May 12, 2022 –The [Greater Zion Convention & Tourism Office](#) today announced the economic impact from the 2021 Intermountain Healthcare IRONMAN® World Championship presented by Utah Sports Commission. Results from an athlete survey conducted by an independent research team and other data analysis indicates that the iconic event, which took place on May 7, has delivered \$41.7 million directly to the local economy. Including the most recent results, IRONMAN events have infused more than \$160 million into the local community since its first event in Greater Zion in 2010. Beyond the financials, the event is anticipated to positively impact the area in a number of ways, including raising the profile of the community, job creation and reducing overall community taxes.

“Tourism and iconic events like IRONMAN drive the economic engine of our community,” said Kevin Lewis, director of the Greater Zion Convention & Tourism Office. “The \$41.7 million in economic impact represents money that came from outside the area that is infused directly into our businesses. The ripple effects of the taxes paid by these visitors as well as the eyes of the world being on our community as they follow the pinnacle IRONMAN World Championship race will continue to have positive impacts for years to come.”

The May 7 event marked the first time the IRONMAN World Championship triathlon was ever contested outside Hawai`i. More than 2,800 triathletes competed, with participants from all 50 states and more than 80 countries, regions and territories. Nearly 12,000 guests and spectators accompanied the athletes as they traveled to the destination.

The IRONMAN World Championship generated more than 83,000 total room nights at hotels and rentals in Washington County. Many of the athletes visited the area ahead of time to train, boosting the overall room nights. During the event, most competitors stayed in Greater Zion for over six nights to facilitate the full schedule of events and exploration of the area. Overnight guests in Washington County each pay a Transient Room Tax (TRT) of 4.25 percent, which goes to the county for tourism development and infrastructure. Over the past decade, \$25 million from TRT funds have been invested in projects throughout the county to the benefit of local residents and visitors. Projects supported by TRT funds include various trail systems, the Snake Hollow Bike Park, Greater Zion Stadium at Dixie State University and more.

“This event has had a huge positive economic impact on our community but it has also delivered so much more than money,” said Lewis. “With millions watching around the world and taking in the amazing scenery, this really helps raise the profile of our community on a global scale. Just as important, it helps generate excitement and foster a sense of community, create jobs and lower taxes for our residents.”

The thousands of visitors in Greater Zion for the event also frequented area businesses injecting direct funds from outside the region into area restaurants, shops, outfitters and more. An infusion of revenue is also generated for event infrastructure, labor and operation costs, which adds to the total economic impacts locally. This revenue from visitors stimulates the economy and helps to reduce the overall taxes paid by county residents by more than \$1,200 per household, per year. Washington County enjoys the lowest property taxes in the state of Utah, thanks in part to the tourism funds generated on an annual basis.

The athlete survey also revealed an overall favorable sentiment for Greater Zion among participants that will continue to payoff over the coming years as the triathletes return and encourage others to visit. More than 84 percent of respondents indicated that they would return to the destination. In total, 44 percent of the triathletes were first-time visitors to the area.

Media outlets around the world reported on the IRONMAN World Championship in Greater Zion, helping to reach an even larger audience. Preliminary reporting indicates that since the announcement of the event in September 2021, nearly 3,000 news stories in the United States have highlighted Greater Zion's involvement. The coverage has included stories in The New York Times, Forbes, ESPN, Travel + Leisure, Outside, BBC and The Salt Lake Tribune. Press coverage from the event has reached a domestic audience of more than 877 million with an estimated publicity value of more than \$16 million. Additionally, the stories from the race will continue to be told on July 24 along with amazing visuals showcasing the region through the official documentary special airing on NBC.

Local enthusiasm for the event was also high with more than 4,800 volunteers answering the call to support the IRONMAN World Championship.

"I'm always inspired by the enthusiasm and goodness in our communities," added Lewis. "The people of Southern Utah really came together to make this once in a lifetime race happen. You could see the pride in everyone from our amazing volunteers to spectators cheering on the racers and all who come out on race day to compete. Events like this help showcase that goodness on a global stage."

In October of this year, Greater Zion will host the 2022 Intermountain Healthcare IRONMAN® 70.3 World Championship presented by Utah Sports Commission. The event is slated to feature nearly 7,000 athletes in an expanded two-day race format. The economic impact from that race is estimated at \$25-30 million.

In the coming weeks, the Greater Zion Tourism & Convention Office expects to see additional data indicating the number of spectators who watched the race globally via [IRONMAN Now™ available on Facebook Watch](#), and NBC's streaming service, [Peacock](#), as well as data about media reach and coverage.

About Greater Zion

Located in the southwest corner of Utah, Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the fourth most visited National Park in the United States, is the premier attraction, but Zion is only the beginning. Four state parks and a multitude of year-round recreational lands set the stage for a burgeoning mountain biking scene, some of the best off-highway vehicle riding in the country, scenic and challenging play at 13 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts and so much more. The vibrant communities of St. George, Springdale, Hurricane, Ivins and towns in between offer a wide range of lodging options, dining experiences and access to outdoor pursuits through local outfitters and tour companies. Home to the 2021 and 2022 IRONMAN 70.3 World Championship, and the 2021 IRONMAN World Championship, Greater Zion also is a world-class destination for sporting events, conferences and meetings. The Greater Zion Convention & Tourism Office is a transient-room-tax-funded entity of Washington County, Utah. For more information, please visit [GreaterZion.com](#).

About the IRONMAN World Championship

Since its inception in 1978 on the Island of O'ahu, the IRONMAN World Championship has etched its name in history through stellar performances, inspirational participants and emotional memories. In 1981, the race moved from the tranquil shores of Waikīkī to the barren lava fields of Kona on the Island of Hawai'i where it continues to take place to this day. The race now sees over 2,500 athletes embark on a 140.6-mile journey that presents the ultimate test of body, mind, and spirit to earn the title of IRONMAN World Champion. The most iconic one-day sporting event in the world is the culmination of 40 global IRONMAN events with over 94,000 athletes around the world striving for one of the coveted qualifying slots. The 2021 edition of the event took place in St. George, Utah in May 2022, becoming the first location to host the event outside of Hawai'i since its origins in 1978. After a two-year hiatus from Kona due to

COVID, the race will return to Kona and take place as a two-day event in October for the 2022 edition of the World Championship. For more information, visit www.ironman.com/im-world-championship.

About The IRONMAN Group

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, the IRONMAN® Virtual Racing™ (VR™) Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, the Rock 'n' Roll Virtual Running™ Series, IRONKIDS®, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and The Sun-Herald City2Surf®, UTMB® World Series events including Tarawera Ultra and Ultra-Trail Australia™, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events including Haute Route®, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit www.ironman.com/about-ironman-group.

About Advance

Advance is a private, family-held business that owns and invests in companies across media, entertainment, technology, communications, education and other promising growth sectors. Our mission is to build the value of our companies over the long-term by fostering growth and innovation. Advance's portfolio includes Condé Nast, Advance Local, Stage Entertainment, The IRONMAN Group, American City Business Journals, Leaders Group, Turnitin, 1010data and Pop. Together these operating companies employ more than 17,000 people in 29 countries. Advance is also among the largest shareholders in Charter Communications, Discovery and Reddit. For more information visit www.advance.com.

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