

THE
IRONMAN[®]
GROUP



IRONMAN[®]
70.3[®] 
WEYMOUTH UK

AGENDA

- 📍 2022 Recap
 - Video
 - Demographics
 - Operational overview
- 📍 Athlete Satisfaction
- 📍 Economic Impact
- 📍 2023
- 📍 2024 and onwards





IRONMAN 70.3
WEYMOUTH,
ENGLAND

RACE MOVIE



IRONMAN® 70.3 WEYMOUTH

DEMOGRAPHICS

2,154 RACE DAY PARTICIPANTS

Athlete Origins

United Kingdom	88.61%	
Ireland	2.01%	
Germany	1.34%	
USA	1.1%	
Spain	0.53%	
Phillipines	0.48%	
France	0.48%	

Athletes from 49 countries in total



79/21 %MALE / %FEMALE



38 Yrs. AVERAGE ATHLETE AGE



66% IRONMAN 70.3 FIRST-TIMERS



54% BROUGHT 3+ SUPPORTERS

4,500+ supporters

2022 Operational Overview

- 6th Year as an IRONMAN branded event.
- 3051 places sold for the event SOLD OUT
- Largely unchanged from 2021. Small changes to the swim route.
- All venues remained the same
- Trailed a reusable silicone cup aid station on the run course.
- Made use of the renovated Custom House Quay on the run course after the removal of the train tracks, fantastic atmosphere.

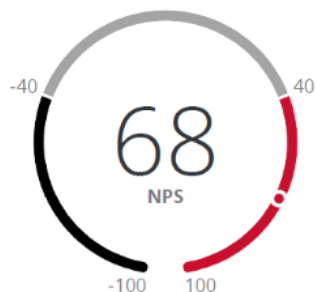
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ATHLETE SATISFACTION – OVERALL

2022 Net Promoter Score (NPS)

14 points above global average



Overall, how satisfied were you with the event?

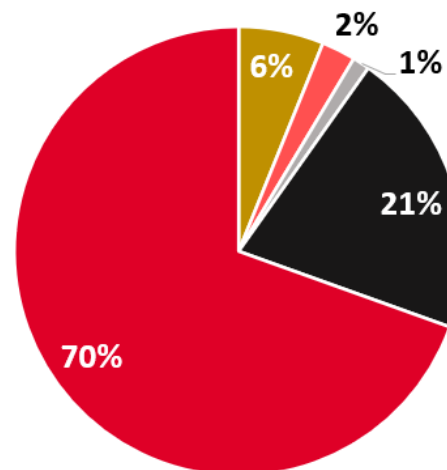
(Respondents could only choose a single response)

Overall, how satisfied were you with the event?

90.18%

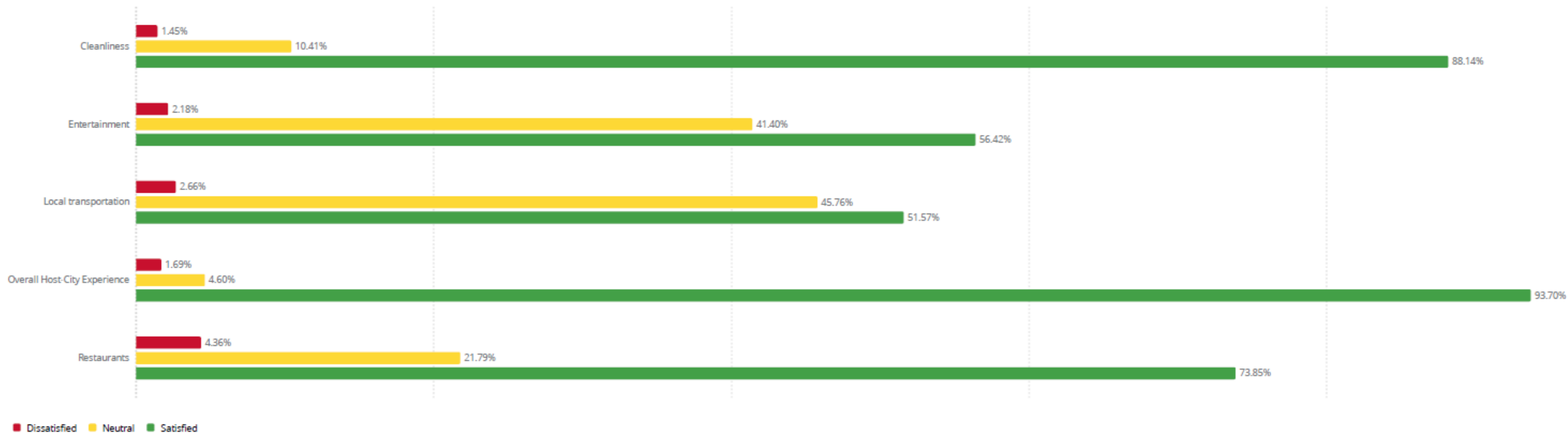
Would you attend another IRONMAN 70.3 event?

66.46%



- Completely dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Completely satisfied

2022 Host City Aspects Breakdown 413



Host City Aspects - Prior Two Years Comparison

Host City Aspects	2022 %	2021 %	'22 - '21	2020 %	'22 - '20
Cleanliness	88.14%	88.76%	-0.63%	-	88.14%
Entertainment	56.42%	62.36%	-5.94%	-	56.42%
Local transportation	51.57%	57.02%	-5.45%	-	51.57%
Overall Host-City Experience	93.70%	95.79%	-2.08%	-	93.70%
Restaurants	73.85%	79.78%	-5.93%	-	73.85%

Host City Aspects - Global & Regional Comparison

Host City Aspects	2022 %	Global Average	Variance to Global	Regional Average	Variance to Region
Cleanliness	88.14%	84.14%	3.99%	81.67%	6.47%
Entertainment	56.42%	61.35%	-4.93%	61.21%	-4.79%
Local transportation	51.57%	60.00%	-8.42%	57.63%	-6.06%
Overall Host-City Experience	93.70%	89.50%	4.20%	87.39%	6.31%
Restaurants	73.85%	79.55%	-5.70%	77.18%	-3.33%

2022 Course Components Breakdown 479



Overall Course Aspects - Prior Two Years Comparison

Course Components	2022 %	2021 %	'22 - '21	2020 %	'22 - '20
Overall Bike Experience	95.41%	97.80%	-2.39%	-	95.41%
Overall Finish Line Experience	91.65%	89.00%	2.65%	-	91.65%
Overall Run Experience	91.65%	93.15%	-1.50%	-	91.65%
Overall Swim Experience	94.99%	96.33%	-1.34%	-	94.99%
Overall Transition Experience	85.80%	89.73%	-3.93%	-	85.80%

Overall Course Aspects - Global & Regional Comparison

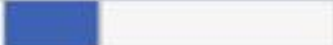


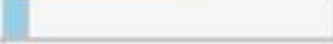
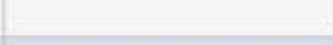
Course Components	2022 %	Global Average	Variance to Global	Regional Average	Variance to Region
Overall Bike Experience	95.41%	87.37%	8.04%	87.37%	8.03%
Overall Finish Line Experience	91.65%	87.57%	4.08%	85.68%	5.97%
Overall Run Experience	91.65%	86.78%	4.87%	85.99%	5.66%
Overall Swim Experience	94.99%	83.77%	11.22%	83.30%	11.69%
Overall Transition Experience	85.80%	83.45%	2.35%	83.37%	2.43%

Summary of Athlete Feedback

The 2022 IRONMAN 70.3 Weymouth was the highest scoring IRONMAN 70.3 event in the UK & Ireland region and one of the highest scoring in Europe with an athlete satisfaction score of **90.2/100**

ATHLETE SATISFACTION – DORSET

Compared with your expectations before the event, which of the following statements best describes your experience of Dorset as a place to visit?
(Respondents could only choose a single response)

Response	20%	40%	60%	80%	100%	Frequency	Count
A lot better than I expected						24.3%	158
A little better than I expected						20.2%	131
About the same as I expected						54.5%	354
A little worse than I expected						1.1%	7
A lot worse than expected						0.0%	0
Not Answered							10
Mean							2.323
Standard Deviation							0.853
Valid Responses							650
Total Responses							660

IRONMAN® 70.3 WEYMOUTH



TOTAL ECONOMIC IMPACT

<i>Spend</i>	<i>Factor</i>
£ 1,960,692.20	Athletes, Friends & Family
£ 79,447.00	Other event attendees
£ 210,000.00	IRONMAN spend
£ 50,000.00	Unrelated est. spectator spend
£ 2,300,139.20	TOTAL IMPACT

Total impact is based on the previous calculation for direct costs associated with each athlete and indirect costs made by spectators as well as IRONMAN. It can be assumed that the IRONMAN 70.3 Weymouth had an estimated economic impact of **£ 2.3 million** on the region.

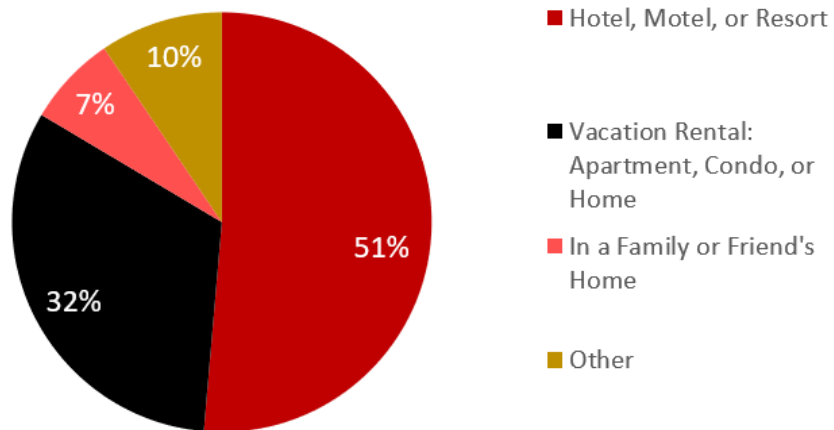
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ATHLETE PREFERENCES – ACCOMMODATION

Where did you stay?

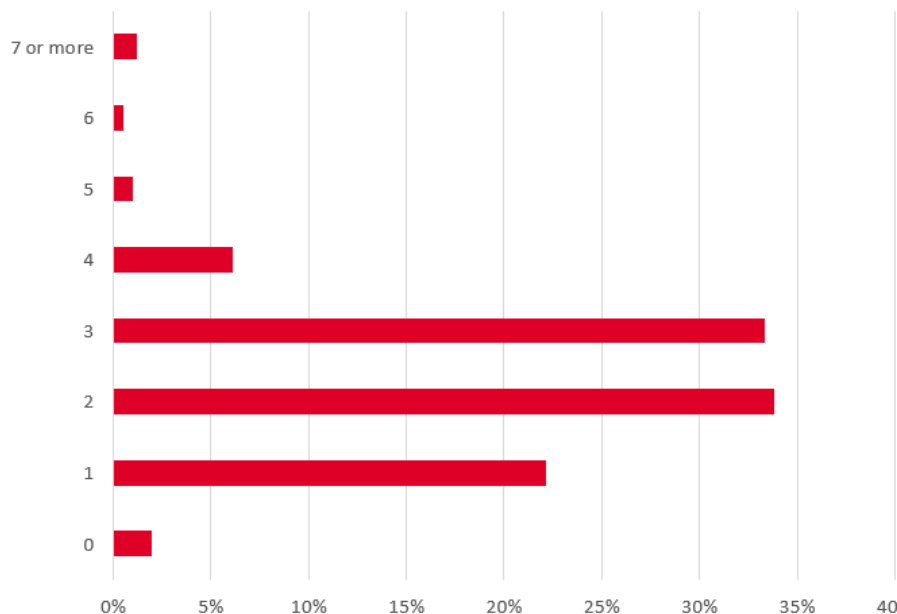
(Respondents had a selected choice.)



84% of the athletes stayed in a hotel or rented an apartment/ condo/ home, hence massively contributing to the economic impact of the event. They spent **4,754** total nights in the area.

How many nights did you stay?

(Respondents could only choose a single response)



Total incoming calls and emails combined

Total communications				
2017	2018	2019	2021	2022
474	355	299	237	191

2023 planning

- 👤 1st SAG meeting has been attended 09.02.23
- 👤 Venues and course will be remaining the same
- 👤 Timings will remain the same as 2022 – Race start at 07:15
- 👤 Developing the reusable cup project
- 👤 Athlete recruitment is in line with 2022 with 2,250 expected starters

Renewal 2024-2026 Objectives

- Objectives:
 - Rebuild to pre-pandemic participation levels
 - Continue to grow Economic Impact to Weymouth and wider Dorset
 - Continue to portray Weymouth in the best light possible



HVA 2024-26 Content

- Unchanged from existing 2021-23 agreement
 - Same commitments and rights provided to IRONMAN and to Councils
 - Naming Right
 - Image and Logo use
 - Digital promotion
 - Event integration
 - Signage, Announcements, Dignitary presence
 - Race Entry
 - Facilitation (Facilities and Personnel)
 - Promenade, Beach and water
 - Event Promotion
 - City Dressing where possible
 - Highways and Car Parks (Dorset)
- *Host Funding requirement waived*



2026 Opportunity

- 10 Year Anniversary
- One-year only special event
- Objectives
 - Bring in more athletes
 - by encouraging previous participants to take part again in a one-off 'special' event
 - by enticing new athletes to a showcase event
 - Keep athletes in Weymouth / Dorset for longer (positive Economic Impact)
 - Encourage athletes to bring more supporters (positive Economic Impact)
 - Engage the wider community further
 - Promote active lifestyles
 - Share the benefits of the event wider
 - Continued positive impact on visitor perception of Weymouth and Dorset



2026 Opportunity

- Activities may include
 - IRONKIDS running races
 - Saturday 5k / 10k runs to create Festival weekend
 - Friday / Saturday / Sunday evening free public activities – eg Beach Fireworks, Music etc
 - Family activities on Saturday / Sunday
 - Volunteer / Community appreciation events
 - ‘One year only’ Race Changes to draw back previous athletes:
 - Bike, Run course, Start or Finish Area
 - Taking in additional sights while accepting a potentially greater level of disruption for 1 year. Eg Cerne Abbas Giant, Portland, Lulworth, Nothe Fort



Next Steps

- Agreement of Head of Terms - April
- Contractual Agreement – May/June
- Formal acceptance by council – July

- 2026 idea development, feasibility discussions, costings and funding agreements – October 2023~

