



IRONMAN
ST. GEORGE  **UTAH**®

How to Host a Successful Event

- Why we went for it
- How we “sold” it
- Keys to success



Keeping the Energy

Heather Wurtele

2010 Women's Champ



Event Overview

- 2000 Athletes
- 9000 Total Visitors
- 49 States, 36 Countries
- 12,250 Hotel Nights
- 52% first time in the area
- \$7 - \$8 million impact



Event Overview

- 68% plan to return for vacation
- 38% plan to return to train



“Ironman is the best thing that has happened to our business. Participants are here visiting our shop year round.”

– *Local Bicycle Shop Owner*



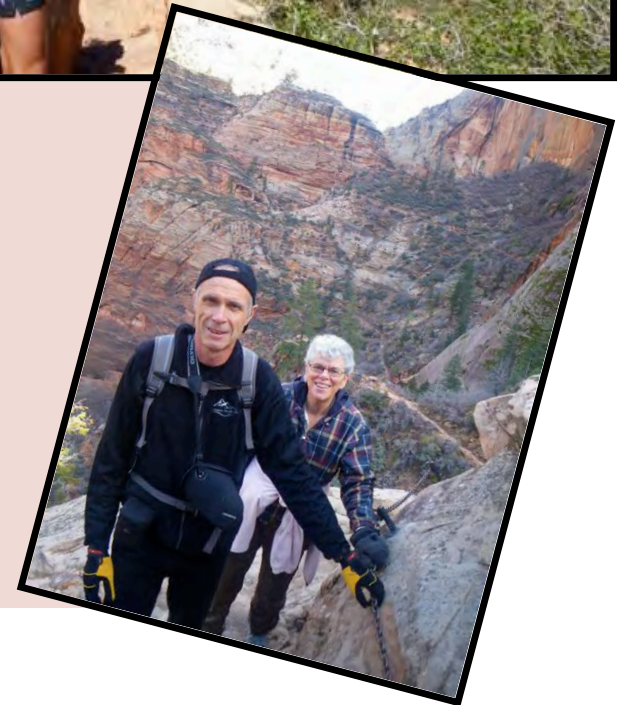
Return Visits

“After Ironman St. George we went to Zion National Park for **3 AMAZING days of hiking**. Even with tired race legs we were **so rejuvenated by the awe inspiring scenery** that we hit up all the major hikes.

Angel’s Landing was **scary and exhilarating and SO fun!!**

We'll definitely be back next year, hopefully even for a bit of training this winter.”

All the best,
Trevor and Heather



Media Exposure

- 1-hour TV Broadcast
- International Ads
- Hundreds of Articles
- Thousands of Video Views
- Unknown Masses of Tweets, Twitters, Blogs, Images & Forums




Who's coming to town?

- Type “A” Personalities
- Triathlon: Fastest-growing participatory-sports community

- Triathlete: mean income - \$126,000
- Ironman: mean income - \$161,000

37% expect to increase spending this year



- *“In the midst of an economic downturn of significant proportion, triathletes remain highly committed to the sport and expect their participation to grow.”* 

- 2009 Study – USA Triathlon & TribeGroup

Bringing it to St. George

- **Funding**
- **Hotels**
- **Services**
 - Traffic Control
 - Safety
 - Facilities



“St. George is one of the best venues and most supportive communities I’ve seen, and I have raced all the Ironman races in USA and Canada!”

Sand Hollow State Park

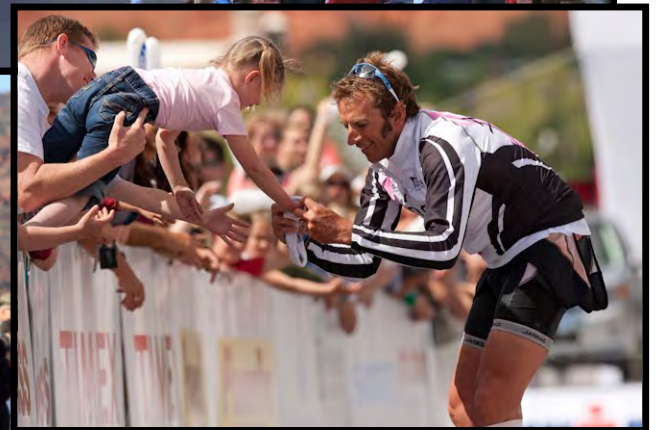
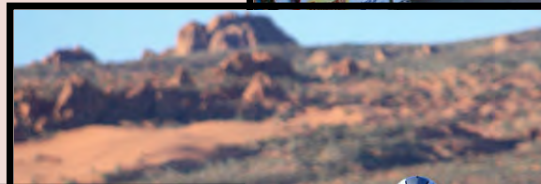
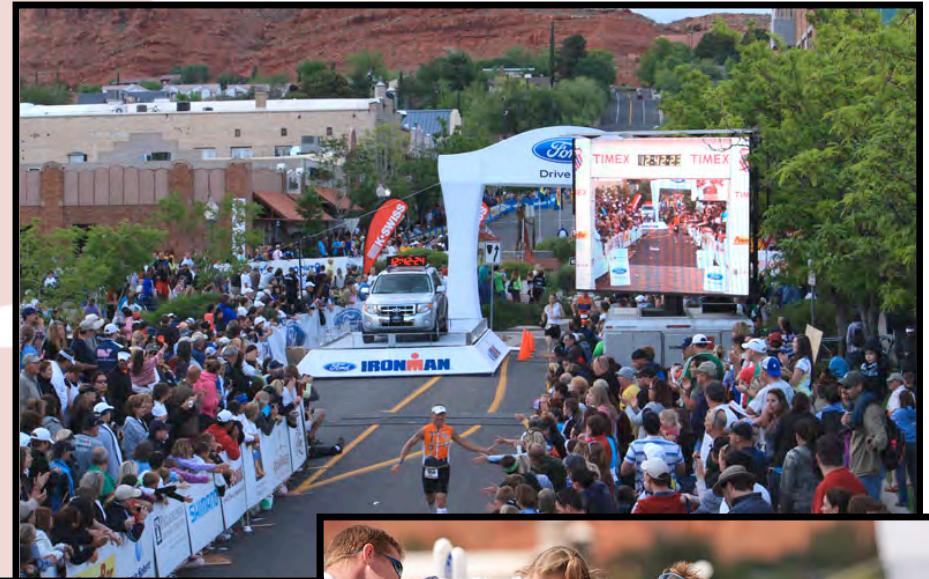
“Likely the most scenic, and certainly the most unique, swim venue on the calendar.”

– Rich Strauss, Endurance Nation



Keys to Success

- Public Safety
- Community Awareness
- Community Involvement
 - Festivals & Activities
 - Volunteers



Survey Results

- **98% - Great Place, Friendly People**

*“The race organization and course were fantastic but my goodness **the people really made the race for me.** These are the nicest people I have ever met in the U.S.!!!”*



Feedback

- The **entire town came together** for this and you would have thought this was the 10th year of IMMSG, not the first.
- Could not believe how **friendly, excited** and overall welcoming the people of St. George were. I have done 7 Ironmans and this was the best!
- Everyone there, **even the police** were friendly and supportive.



Feedback

“I love Ironman St. George. It's just **such a special, scenic area**, and the whole town of St. George was super supportive!”

“**You have a very special and supportive community.** It was a pleasure to race with you all!”

Cheers!
Michael



*Michael Weiss
2010 Champion*



2010 Success

My hat is off to you all in St. George! It was **one of the most special Ironmans I have ever been at**. The energy and electricity in the air was infectious.

I haven't stopped telling people about it since I arrived home. **After over 90 Ironmans, this one set a precedent** on how to put on a first year event.

I can't wait to see what you come up with for next year.

Best,
Mike



Mike Reilly
"Voice of Ironman"







IRONMAN
ST. GEORGE  **UTAH**

The text "IRONMAN" is in a large, bold, black sans-serif font. The letter "M" is colored brown and has a solid brown circle above it, representing the Ironman helmet. Below "IRONMAN" is the text "ST. GEORGE" in a bold, brown sans-serif font, followed by a small silhouette of the Ironman character in a crouching position, and then "UTAH" in a bold, black sans-serif font. A registered trademark symbol (®) is located to the right of "UTAH".