

World Triathlon Series Bermuda-April 28, 2019

Impact Study



 **1,378**

OVERSEAS VISITORS

352 participants

933 spectators

45 organisers

48 media personnel

\$4.7
MILLION

Impact on GDP

PLUS: \$9.3-million
estimated impact
of legacy tourism

204%

RETURN ON
\$2.3-MILLION
INVESTMENT BY
GOVERNMENT
(total cost
\$2.8 million)

 **2,214**

SOCIAL MEDIA POSTS
reaching
14-million fans
in 54 countries

MEDIA EXPOSURE

*ADVERTISING
EQUIVALENT VALUE (AEV)*

\$8.3 MILLION

1-million TV VIEWERS

IN **13** COUNTRIES

\$250 

AVERAGE SPEND PER
PERSON PER DAY

5.8 Days 

AVG LENGTH OF STAY

*Based on the Economic Impact of the WTS Bermuda
Triathlon on Bermuda Report.*

BERMUDA