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

$250
AVERAGE SPEND PER PERSON PER DAY

5.8 Days
AVG LENGTH OF STAY

204%
RETURN ON $2.3-MILLION INVESTMENT BY GOVERNMENT
(total cost $2.8 million)

$8.3 MILLION
ADVERTISING EQUIVALENT VALUE (AEV)

1-million TV VIEWERS
IN 13 COUNTRIES

**2,214**
SOCIAL MEDIA POSTS
reaching 14-million fans in 54 countries

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