World Triathlon Series Bermuda 2018 Impact Study

WTS BERMUDA 2018 COST
$3.4 MILLION

$4.4 MILLION Impact on GDP
Exclusive of $19.9 million estimated impact from legacy tourism.

152% RETURN ON INVESTMENT

890 OVERSEAS VISITORS

MEDIA EXPOSURE
ADVERTISING EQUIVALENT VALUE ("AEV")
$17.8 MILLION

1.1 MILLION PEOPLE WATCHED ON TV
BROADCASTED IN 21 COUNTRIES

ESTIMATED IMPACT OF POTENTIALLY HOSTING WTS GRAND FINAL (2021)

3,000 PARTICIPANTS EXPECTED

FUTURE IMPACT OF $16.6 MILLION ON GDP

474% RETURN ON INVESTMENT