

# IRONMAN 101

## What is Triathlon?

A **triathlon** is a multiple-stage competition involving the completion of three continuous and sequential endurance disciplines namely swim, bike, run. There are different distances in a triathlon:

- **Sprint distance:** This distance is generally half the olympic distance and consists of a 750m swim, 20km bike and 5km run.
- **Olympic distance:** known as the 5150<sup>®</sup>, standard or international distance. The olympic distance consists of a 1.5km swim, 40km bike and 10km run.
- **IRONMAN<sup>®</sup> 70.3<sup>®</sup>:** Previously known as the Half IRONMAN<sup>®</sup>, the IRONMAN<sup>®</sup> 70.3<sup>®</sup> consists of a 1.8km swim, 90km bike and 21.1km run. The total distance covered is 70.3 miles, hence the name change to IRONMAN 70.3.
- **IRONMAN<sup>®</sup>:** This endurance triathlon consists of a 3.8km/2.4miles swim, 180km/112miles bike and 42.2km/ 26.2miles run. The total distance covered is 140.6 miles/ 226km.

There are two global triathlon organisations that organise, promote and licence triathlon events around the world:

The **World Triathlon Corporation (WTC)** is owned by the Chinese conglomerate, Dalian Wanda Group. WTC organizes, promotes and licenses the IRONMAN<sup>®</sup> Triathlon, IRONMAN<sup>®</sup> 70.3<sup>®</sup>, the 5150<sup>®</sup> series of triathlon races and several cycling, running and multisports events. WTC is also the owner of numerous "IRONMAN" related trademarks used both in connection with Ironman race series and in conjunction with various goods and services.

The **International Triathlon Union (ITU)** is the international governing body for the multi-sport disciplines of triathlon, duathlon, aquathlon and other nonstandard variations. ITU, which is headquartered in Lausanne, Switzerland, sanctions the ITU World Triathlon Series and the ITU Triathlon World Cup.

## What is IRONMAN<sup>®</sup>?

IRONMAN<sup>®</sup> operates a global portfolio of events including the IRONMAN<sup>®</sup> Triathlon Series, the IRONMAN<sup>®</sup> 70.3<sup>®</sup> Triathlon Series, 5150™ Triathlon Series, Iron Girl<sup>®</sup>, IRONKIDS<sup>®</sup>, six of nine International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon Majors Series, mountain bike races, premier marathons and other multisport races. The iconic IRONMAN<sup>®</sup> Series of events is the largest participation sports platform in the world.

## How can I enter an IRONMAN<sup>®</sup> event?

IRONMAN<sup>®</sup> operates close to 50 IRONMAN full distance races and over 104 IRONMAN<sup>®</sup> 70.3<sup>®</sup> distance races worldwide. Athletes enter via a dedicated online platform – [www.ironman.com](http://www.ironman.com)

## **What races do we have in South Africa?**

Port Elizabeth (Nelson Mandela Bay) is the only city in Africa to host a full distance IRONMAN® race.

- 3.8km/2.4miles swim
- 180km/112miles bike
- 42.2km/ 26.2 run
- Equals a total distance of 226km/140.6miles

Durban (eThekweni) and East London (Buffalo City) each host one Ironman® 70.3® race

- 1,9km/1.2miles swim
- 90km/56miles bike
- 21.1km/13.1miles run
- Equals a total distance of 113km/ 70.3 miles.

## **What about World Championships?**

### **Both the full and 70.3® distance culminate into an annual World Championship**

- The IRONMAN® World Championship is held in KONA Hawaii in October annually
- The IRONMAN® 70.3® World Championship rotates around the world. Cities bid to host this event
- Professional athletes have to earn enough points to qualify for World Championships
- Age group athletes (98% of the field) gain qualification by placing high in their respective gender age groups at any given race at that distance and qualify for a slot
- Prior to race day, at least one slot is tentatively allocated to each Age Group category (both male and female). Final Slot Allocation is determined on race day based on the number of official starters in each Age Group. If there are no starters in a particular Age Group, that slot will be moved to the next calculated Age Group within the gender. Final Slot Allocation shall be representative of the actual number of Age Group starters in each category in that race.

## **So what will be happening in Nelson Mandela Bay in 2018?**

- Nelson Mandela Bay will host the current Standard Bank IRONMAN® African Championships on 15<sup>th</sup> April 2018.
- Nelson Mandela Bay will also host the IRONMAN® 70.3® World Championship on 1<sup>st</sup> & 2<sup>nd</sup> September 2018

## **About the Standard Bank IRONMAN® African Championship in April?**

- This is an open race where any athletes can enter the race
- About 2000 athletes entered to race this event in 2017
- The race features nearly 40% international athletes (UK the biggest)
- The event attracts over 60 local and international media

- The event was broadcast live on Supersport (all 17 hours of the event) which brought great exposure to Nelson Mandela Bay.
- The event brings in over R75 000 000 in direct spend to Nelson Mandela Bay

### **About the IRONMAN® 70.3® World Championship**

- 4500 athletes are expected to qualify from over 104 races around the world
- Each athlete usually travels with 3 to 4 support crew, family, sponsors and more
- Athletes will be qualifying from IRONMAN® 70.3® races around the world – 29% Europe, 24% North America, 18% Asia-Pacific, 11% Latin America, 8% South Africa, 4% Middle East and 6% other (92% of the field will be international).
- Well over R300 million in direct spend is expected to be spent in Nelson Mandela Bay and Province. Estimated based on the following :
  - o 4,500 Athletes
  - o 15,750 – Supporting Guests/ Family/ Coaches
  - o 202, 500 – Estimated number of Bed Nights (based on a 10 night stay)
  - o R303, 750, 000 – Est. Direct Spend (based on an average spend of R1,500 per day)
- Most visitors will spend between 10 and 14 days in South Africa with an average of 202 500 bed nights.
- TV coverage for a global event of this nature runs into millions
- The event will leave behind a long lasting Triathlon legacy in development and infrastructure
- The event in Nelson Mandela Bay will take place on 1 and 2 September 2018
- Women professionals and women age groupers will race on Saturday 1<sup>st</sup> September
- Men professionals and men age groupers will race on Sunday 2<sup>nd</sup> September
- There are many side events that will take place leading up to the main race days
- An expo will run for the duration of race week with an expected 70 stands
- Nelson Mandela Bay is being promoted on a weekly basis at every qualifying event around the world, to all participating athletes. This is a weekly audience of between 4000 and 6000 athletes who view a promotional video clip showcasing the beauty of Nelson Mandela Bay and surrounds at all the awards dinners to athletes who participated in each event.
- Host City contributes 19% of the overall budget

### **What are the opportunities?**

- Tourism opportunities pre and post race, with various packaged tour experiences unique to Nelson Mandela Bay and the Eastern Cape (Everything from Township tours, City Tours, Ocean Tours and Safari's. Showing the world what Port Elizabeth and surrounds has to offer)
- South African Hospitality showcased to the world
- Providing of specific services, resulting in many different job opportunities
- Crafts, resulting in many traditional crafters having a large international market to sell to and the possibility of international trade of investments

- Entertainment offerings on a variety of levels and in all areas due to the demand for many different experiences
- Show casing Nelson Mandela Bay, Eastern Cape & South Africa to the global audience. This results in word of mouth advertising from an excess of 15 000 foreign visitors. Advertising on this level cannot be bought at any price
- Various investment opportunities from foreign investors
- Awareness of various charities supporting underprivileged children, which could lead to large donations through well run and registered NPO's and in support of our IRONMAN 4 the Kidz charity
- Knock on effect from entertainment, tours and accommodation. There will be an indirect spend with all suppliers and services that are related to this industry (ie: laundrettes, industries that supply food, cleaning materials etc)
- There will be exposure to an audience who probably would not have travelled to South Africa/Nelson Mandela Bay were it not for these events