

World Triathlon Series Bermuda 2018



Impact Study

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

**WTS BERMUDA
2018 COST**

\$3.4 MILLION

\$4.4 MILLION

Impact on GDP

Exclusive of a **\$20.0 million**
estimated impact from legacy tourism.

129% 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

BERMUDA