

# 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 **\$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

**BERMUDA**