



## **Washington County Nets a Record-Setting \$62 Million from 2022 Intermountain Healthcare IRONMAN® 70.3® World Championship Presented by Utah Sports Commission**

**St. George, Utah – Nov. 8, 2022** –The [Greater Zion Convention & Tourism Office](#) today announced the economic impact from the 2022 Intermountain Healthcare IRONMAN® 70.3® World Championship presented by Utah Sports Commission. Results from an athlete survey conducted by an independent research team and other data analysis indicates that the event, which took place Oct. 28-29, has delivered \$62.1 million directly to the local economy. The impact from the two-day event is record setting, by far outpacing the economic impact of previous IRONMAN events held in Greater Zion.

“The triathlon world has been building up to this for a long time,” said Kevin Lewis, director of the Greater Zion Convention & Tourism Office. “After years of cancellations and adjustments there was a lot of pent-up passion and eagerness in the sport. We were able to match that passion by hosting the expanded two-day IRONMAN 70.3 World Championship that we originally dreamed of. With eliminated travel restrictions, we were thrilled to see the domestic and international athletes respond with a level of enthusiasm that is a tribute to our heritage and our brand. This is the Land of Endurance™ and today it’s a land of opportunity as well.”

Including the most recent results, the three IRONMAN-branded World Championship events in the last 13 months have infused more than \$121 million of outside moneys into the local community, bringing the infusion total to \$222 million since the first IRONMAN event in Greater Zion in 2010. Beyond the financials, the event is anticipated to positively impact the area in a number of additional ways, including raising the profile of the community, job creation, and reducing overall community taxes while reaffirming Greater Zion as a year-round sporting destination.

Athletes came from all 50 states and 104 countries, with two-thirds of the participants from outside of the United States. “Research over the years shows that athletes visiting from outside the area spend a significant amount of money while they’re in Greater Zion and that money positively impacts every citizen who lives here,” noted Lewis. “Visiting triathletes need a place to stay, food to eat and entertainment so there are direct payments to business owners, from hotels to tour operators, but the impacts go far beyond that. The money the triathletes spend here gets circulated throughout the community, into local businesses, and overall helps to keep our taxes lower and fund community projects from bike paths to sports fields and parks. We have a better quality of life year-round because of the money visitors to Greater Zion spend while they’re here.”

The IRONMAN 70.3 World Championship generated more than 99,000 total room nights at hotels and rentals in Washington County. As with previous IRONMAN and IRONMAN 70.3 events, many of the over 5,500 athletes who competed visited the area ahead of time to train, boosting the overall room nights. Most athletes traveled with supporters, resulting in an additional 17,940 guests and spectators visiting Greater Zion during the triathlon. Competitors stayed in Greater Zion for an average of 5.5 nights to facilitate the full schedule of events and exploration of the area. Overnight guests in Washington County each pay a Transient Room Tax (TRT) of 4.25 percent, which goes to the county for tourism development and infrastructure. Over the past decade, \$25 million from TRT funds have been invested in projects throughout the county to the benefit of local residents and visitors. Projects supported by TRT funds include various trail systems, the Snake Hollow Bike Park, Greater Zion Stadium at Utah Tech University and more.

The thousands of visitors in Greater Zion for the event also frequented area businesses injecting direct funds from outside the region into area restaurants, shops, outfitters and more. An infusion of revenue is also generated for event infrastructure, labor and operation costs, which adds to the total economic impacts locally. This revenue from visitors stimulates the economy and helps to reduce the overall taxes paid by county residents by more than \$1,200 per household, per year. Washington County enjoys the lowest property taxes in the state of Utah, thanks in part to the tourism funds generated on an annual basis.

“I’m so happy for our community. They give so graciously to create a meaningful championship experience,” said Lewis. “This infusion of revenue into our businesses is a significant reward for years of dedication. We’ve built a world-championship level community, and a brand of life that the world is literally racing to be a part of.”

Known as The Land of Endurance, Greater Zion has become a pinnacle stop for IRONMAN competitors, who want to visit both for the competition and the beauty of the course and surrounding area. The athlete survey reinforced the pull the destination has on competitors with more than 75 percent of respondents indicating that they planned to return to Greater Zion in the future. In total, 67 percent of the triathletes were first-time visitors to the area.

Local enthusiasm for the event was also high with more than 4,000 volunteers answering the call to support the IRONMAN 70.3 World Championship. Many volunteers donate time to local IRONMAN events on an annual basis as a way to give back to their community and contribute to the inspiring event that brings so many visitors to the area.

“Thousands of deeply personal, super human accomplishments were on display in our community, but not all of them were from the competitors,” added Lewis. “Thousands of volunteers, agency workers and community residents pulled together to serve up a world championship like none that have ever happened. The economic benefit to our businesses and residents is certainly one of the benefits, but the sense of accomplishment inside each individual involved may be the most significant reward.”

Many local charitable groups in Greater Zion also directly benefited from the race through donations from The IRONMAN Foundation. The IRONMAN Foundation distributed \$75,000 in giveback to charitable initiatives and groups in the greater St. George region in conjunction with the 2022 Intermountain Healthcare IRONMAN 70.3 World Championship presented by Utah Sports Commission. Combined with the giveback for the 2021 Intermountain Healthcare IRONMAN® World Championship presented by Utah Sports Commission that took place in May, The IRONMAN Foundation’s overall 2022 giveback in St. George will be over \$190,000, bringing the total amount awarded to the region to over \$655,000 since IRONMAN started conducting events in St. George in 2010.

In the coming weeks, the Greater Zion Tourism & Convention Office expects to see additional data indicating the number of spectators who watched the race globally via [Outside.TV](https://www.outsideonline.com), as well as data about media reach and coverage.

IRONMAN athletes and fans are set to return to Greater Zion on May 6, 2023 when the community will host the Intermountain Healthcare IRONMAN® 70.3® North American Championship presented by Utah Sports Commission.

### **About Greater Zion**

Located in the southwest corner of Utah, Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the second most visited National Park in the United States, is the premier attraction, but Zion is only the beginning. Four state parks and a multitude of year-round recreational lands set the stage for a burgeoning mountain biking scene, some of the best off-highway vehicle riding in the country, scenic and challenging play at 13 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts and so much more. The vibrant communities of St. George, Springdale, Hurricane, Ivins and towns in between offer a wide range of lodging options, dining experiences and access to outdoor pursuits through local outfitters and tour companies. Home to the 2021 and 2022 IRONMAN 70.3 World Championship, and the 2021 IRONMAN World Championship, Greater Zion also is a world-class destination for sporting events, conferences and meetings. The

Greater Zion Convention & Tourism Office is a transient-room-tax-funded entity of Washington County, Utah. For more information, please visit [GreaterZion.com](http://GreaterZion.com).

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

In 2006 the inaugural IRONMAN® 70.3® World Championship was held in Clearwater, Florida becoming another test for the world's elite triathletes. Since that auspicious beginning, the IRONMAN 70.3 World Championship has grown in stature and popularity moving first to Henderson, Nevada in 2011, where athletes encountered a more challenging terrain and then to Mont-Tremblant, Quebec—its first stop on the new "global rotation" for the IRONMAN 70.3 World Championship. The event reached European soil for the first time ever in 2015, with Zell am See, Austria, hosting an epic and memorable event. In 2016, the race moved from the mountains to the beaches of the Sunshine Coast in Queensland, Australia. In 2017, the race returned to the United States, taking place in Chattanooga, Tennessee where it became a two-day event for the first time. In 2018, the event reached the African continent for the first time and was hosted in Nelson Mandela Bay in South Africa. Continuing the rotation, 2019 saw the French Riviera and Nice, France play host to the ever-growing IRONMAN 70.3 World Championship event. After a year in which the event was not able to take place due to a global pandemic, the race returned in 2021 with over 3,500 athletes competing in St. George, Utah. The event again took place in St. George, Utah, returning to a two-day format on October 28-29, 2022, and now shifts to Lahti, Finland on August 26-27, 2023 and Taupō, New Zealand on December 14-15, 2024. Historically, more than 200,000 athletes have participated annually in a series of qualifying races, consisting of over 100 global events. Hosting more than 5,000 athletes from around the world, participants in the IRONMAN 70.3 World Championship have ranged in age from 18 to 85-plus. For more information, visit [www.ironman.com/im703-world-championship](http://www.ironman.com/im703-world-championship).

### **About The IRONMAN Group**

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, the IRONMAN® Virtual Racing™ (VR™) Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, the Rock 'n' Roll Virtual Running™ Series, IRONKIDS®, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and City2Surf®, UTMB® World Series events including Tarawera Ultra and Ultra-Trail Australia™, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events including Haute Route®, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz® virtual cycling, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit [www.ironman.com/about-ironman-group](http://www.ironman.com/about-ironman-group).

### **About Advance**

Advance is a private, family-held business that owns and invests in companies across media, entertainment, technology, communications, education and other promising growth sectors. Our mission is to build the value of our companies over the long-term by fostering growth and innovation. Advance's portfolio includes Condé Nast, Advance Local, Stage Entertainment, The IRONMAN Group, American City Business Journals, Leaders Group, Turnitin, 1010data and Pop. Together these operating companies employ more than 17,000 people in 29 countries. Advance is also among the largest shareholders in Charter Communications, Warner Bros. Discovery and Reddit. For more information visit [www.advance.com](http://www.advance.com).

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