

THE
IRONMAN[®]
GROUP

IRONMAN[®]
70.3[®]  **ABERTAWE**
CYMRU WALES
SWANSEA

IRONMAN OVERVIEW



THE IRONMAN® GROUP

VISION & MISSION

VISION

We inspire and support people across the world to live an active lifestyle, foster a sense of belonging through sports, and strive towards their own finish line.

MISSION

Our Mission is to celebrate the power of the human spirit, fulfill dreams and uplift communities by organizing world-class events and extraordinary athletic experiences, globally.





The IRONMAN Group owns & licenses:

200+ events around the world, spanning

50+ countries and 6 continents.



 IRONMAN + IRONMAN 70.3  UTMB WORLD SERIES  ROCK 'N' ROLL RUNNING SERIES  HAUTE ROUTE



IRONMAN

TRIATHLON SERIES

IRONMAN UK 2025 OVERVIEW

The IRONMAN® Group operates a global portfolio of events across triathlon, road running, mountain biking, trail running, And other multisport races. More than a million participants annually enjoy the benefits of endurance sports through the Company's vast offerings. Beginning as a single race in 1978, the IRONMAN® Group has grown to become a global sensation with More than 235 events across 55+ counties.

THE IRONMAN UK PORTFOLIO ALSO COMPRISES OF THE FOLLOWING EVENTS:



Swim 1.2 Miles / 1.9 Km
Bike 56 Miles / 90 Km
Run 13.1 Miles / 21.1 Km

2000 Athletes
+1000 Night Run, 6000 IRONKIDS
June 2025
Started 2009 (2024 as 70.3)

Host Venue : Bolton Council



Swim 1.2 Miles / 1.9 Km
Bike 56 Miles / 90 Km
Run 13.1 Miles / 21.1 Km

2200 Athletes
July 2025
Started 2022

Host Venue : Swansea Council



Swim 2.4 Mile / 3.8 Km
Bike 112 Mile / 180 Km
Run 26.2 Mile / 42 Km

2600 Athletes
July 2025
Started 2025

Host Venue : Leeds City Council



Swim 1.2 Miles / 1.9 Km
Bike 56 Miles / 90 Km
Run 13.1 Miles / 21.1 Km

2200 Athletes
September 2025
Started 2016

Host Venue : Dorset Council
Weymouth Town Council



Swim 2.4 Mile / 3.8 Km
Bike 112 Mile / 180 Km
Run 26.2 Mile / 42 Km

2600 Athletes
+2000 IRONKIDS
September 2025
Started 2010

Host Venue : Pembrokeshire Council

IRONMAN 70.3 SWANSEA 2024



IRONMAN 70.3 SWANSEA

SWIM – 1.2 miles (1 hour 10)

BIKE – 56 miles (5 hours 30 including swim)

RUN – 13.1 (8 hours 30 including swim and bike)

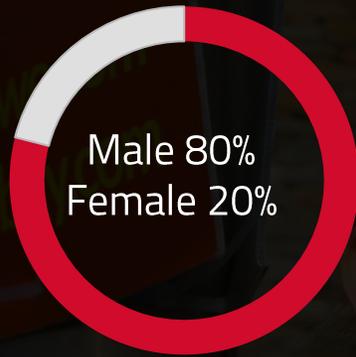
2022, 2023, 2024 +

Signed for another 3 years (2027)

In Partnership with Swansea Council

-  UK
-  Ireland
-  Netherlands
-  Spain
-  France

 66% Welsh



1

First Timers To The Brand:
51%



Average Age:
39



IRONMAN 70.3 SWANSEA

Since 2022:

5,500 x Athletes

60,000 x Spectators

1,500 x Volunteers

3 x Professional athlete events

10 x PC/ID Athletes

TRIATHLON CLUBS

Biggest clubs in the UK

Tri-Club Evening

Swansea Vale – 300 members

2025 - IRONMAN Pro Series Event



PRO SERIES

2024



2024 IRONMAN 70.3 SWANSEA

Social Media By The Numbers

ALL BETWEEN 30TH JUNE AND 28TH JULY 2024



Web Page Views:
66,446



Total cumulative reach on all posts:
388,250



FB Page Visits:
111,700



IG Page Visits:
25,700



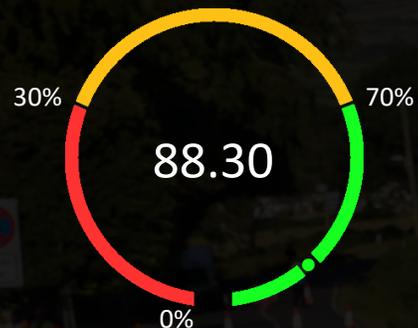
Pieces Of Coverage:
56 (TV, Print & Online Coverage Of The Event)



IRONMAN Tracker App:
38,024 Unique Visitors

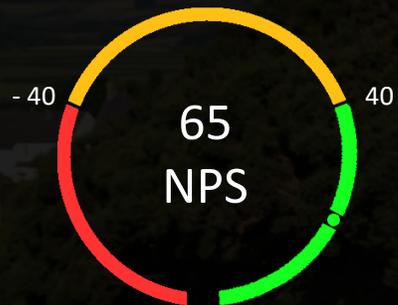
IRONMAN 70.3 SWANSEA ATHLETE SATISFATION

Overall Satisfaction Score



OVERALL SATISFACTION SCORE
IRONMAN GLOBAL AVERAGE: 86.41%

Attend Next Years Event?



NET PROMOTOR SCORE
IRONMAN GLOBAL AVERAGE: 52

GLOBAL
ATHLETES' CHOICE AWARDS

- 1st Run Course – EMEA
- 3rd Best Run Course – Globally



COMMUNITY ENGAGEMENT

IRONMAN 70.3 Swansea aims to cause as little disruption to the local & wider community as possible. To keep the community updated, involved and able to continue their normal lifestyles on race day we implement the below each year:



Leaflets Distributed By Royal Mail:
70,000



Emails Sent to Care Providing Companies:
79



Emails Sent To Local Businesses:
118



Safety Advisory Groups



Locally Recruited Volunteers:
500+



IRONMAN ECONOMIC IMPACT

2024 IRONMAN 70.3 SWANSEA

Estimated Direct Spend

TOTAL OVERALL ECONOMIC IMPACT:

£2.35 Million

Total impact is based on the previous calculation for direct costs and associated with each athlete and indirect costs made by spectators as well as IRONMAN. It can be assumed that the IRONMAN 70.3 Swansea had an estimated Economic Impact of **£2.35 million** on the region.



IRONMAN 70.3 & THE COMMUNITY

BUSINESS ENGAGEMENT

Accommodation, Food + Entertainment

87 % of athletes in 2024 stayed in rented accommodation on the event weekend for an average 2 x nights

Approx £580,000 spent on rented accommodation

Over a 3 day trip athletes spend around £270,000 on food and entertainment

How To Engage

IRONMAN Expo Vendor
Museum Gardens – Thursday – Sunday

Business promotion on the course
Spectator Hotspot

Business promotion for training weekends

- IRONMAN Journey
- IRONMAN Athlete tailored menus
- IRONMAN Athlete offers
- Event weekend family offers
- IRONMAN Spectator Guide





ANY
QUESTIONS?

KEEP THE CONVERSATION GOING...

