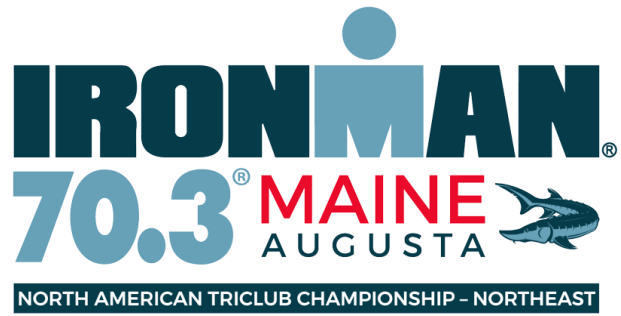




**IRONMAN**<sup>®</sup>  
**70.3**<sup>®</sup> **MAINE**   
AUGUSTA



**ECONOMIC IMPACT 2024**  
DIRECT IMPACT ESTIMATE



# EXECUTIVE SUMMARY

Total Visitors	5,473
Total Hotel Room Nights	3,594
Total Vacation Rental Nights	2,014
<b>Total Room Nights</b>	<b>5,973</b>
Total Lodging Spend	\$1.9 Million
Total Daily Spend	\$2.1 Million
Organizational Spend	\$261,845
<b>TOTAL ECONOMIC IMPACT</b>	<b>\$4.25 MILLION</b>

# VISITOR CALCULATION

Registration data indicated that **98%** of all participants were from outside of Kennebec County, ME.

Through survey data, it was determined that on average each athlete with 1.90 non-participating travel party members, for a total travel party size of 2.90.

The total number of visitors to Kennebec County for the IRONMAN 70.3 event was 5,473.

## SUMMARY OF VISITOR CALCULATION

Total Attending Runners (Unique Pick-Ups) 1,930

% Visiting Runners 98%

Total Visiting Runners 1,886

Travel Party Size 2.90

Visiting Runners 1,886

Visiting Spectators 3,597

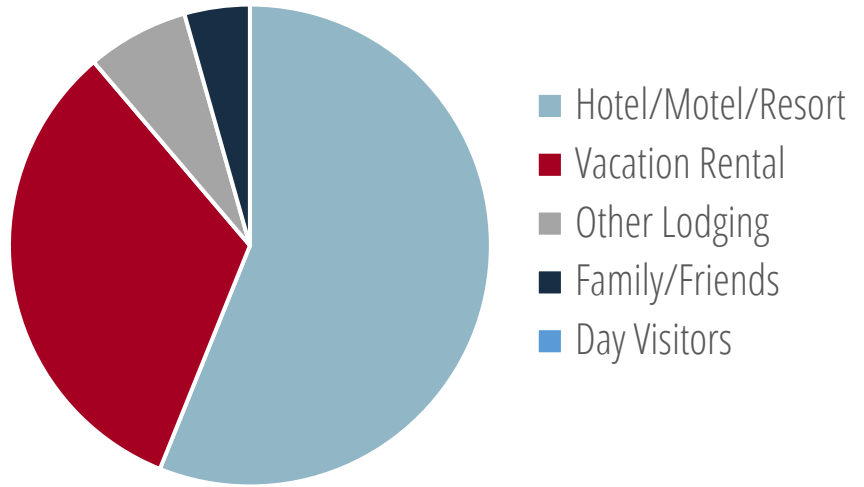
**TOTAL VISITORS 5,473**

# LODGING IMPACT

Lodging impact for the County is comprised of hotel room nights, vacation rental nights, and nights spent in other lodging.

56% stayed in hotels, and another 33% chose vacation rentals for their stay. "Other" lodging primarily refers to those who stayed in campgrounds, RV parks, etc. for the weekend.

## LODGING CHOICES



## LODGING SUMMARY

	Hotel/Motel/ Resort	Vacation Rental	Other
Total Visitors	3,070	1,789	374
Avg. Nights Stayed	2.57	3.27	2.83
Avg. Rooms/Night	1.32	1.00	1.00
<b>TOTAL ROOM NIGHTS*</b>	<b>3,594</b>	<b>2,014</b>	<b>365</b>
ADR (Pre-Tax)	\$300.03	\$267.22	\$78.18
<b>TOTAL SPEND** (WITH TAX)</b>	<b>\$1.27 MILLION</b>	<b>\$587K</b>	<b>\$31K</b>

\*\* INCLUDES IRONMAN spend

# TOTAL IMPACT CALCULATION

Visiting Athletes	1,886
Visiting Spectators	3,587
Total Visitors	<b>5,473</b>
Total Hotel Room Nights	3,594
Total Vacation Rental Nights	2,014
Total "Other" Nights	365
Total Nights Booked	<b>5,973</b>

Total Hotel Spend	\$1,273,582
Total Vacation Rental Spend	\$586,762
Total Other Spend	\$28,527
Total Lodging Spend	<b>\$1,888,871</b>
Total Daily Expenditures	<b>\$2,100,342</b>
Total Organizational Spend In-Market	<b>\$261,845</b>
<b>TOTAL DIRECT SPEND</b>	<b>\$4,251,059</b>