

WORLD TRIATHLON BID ANNOUNCEMENT Pat Phillip-Fairn, Bermuda Tourism Authority

Good Morning:

In just three years, Bermuda has transformed from an emerging sports tourism destination to a pre-eminent sports tourism destination.

This successful bid for three years of World Triathlon Series events is one big part of a much bigger whole when it comes to sports and adventure tourism. Let's take 2017 for example which will be a huge year for the island... easily the biggest in Bermuda's history as a sports destination.

- Already there are 27 sports tourism events on the 2017 calendar – and that's just in the first six months alone
- One of those events is the 35th America's Cup, five weeks of sailing activities and excitement that will solidify Bermuda's position as the Sailing Capital of the Atlantic
- Of the \$800,000 in investments the BTA will make to support the ideas of local event planners and entrepreneurs next year, at least 30 of those visitor experiences are in the sports and adventure category
- And sports training is an area where we have seen an explosion of demand – particularly among high school and college athletes. We expect that demand to grow even more next year

A couple of weeks from now we'll welcome 100 visiting swimmers who will train at the National Sports Centre aquatics facility. There is similar demand among other sports including lacrosse and rugby, track and golf.

Without question these advances are exceptionally important because we're attracting younger visitors to Bermuda, critical to the sustainability of the country tourism industry. And we're growing business in the shoulder season, a period when we need high volumes of travellers to keep those working in the tourism industry on the job year-round.

Three years of international triathlon events in April is consistent with the BTA's overall sports tourism strategy and is consistent with the objectives of the National Tourism plan. Today I hope the tourism community, and the country in general, are proud of the progress we've made in sports tourism and, more importantly, I hope they're excited about where we go next as a truly world class destination for sports and adventure travel.