



THE MINISTER OF TOURISM, TRANSPORT AND MUNICIPALITIES

SEN. THE HON. MICHAEL FAHY, JP

ON: ITU World Series

15TH DECEMBER 2016

Good Morning,

Thank you for joining me today where I have some very exciting news to share with the people of Bermuda...

We found out this week that Bermuda has been chosen to host not one, not two, but THREE International Triathlon Union (ITU) world series events in April of 2018, 2019 and 2020.

This is a first for Bermuda and a huge win for all of us. These world series events bring with them 1,200 competitors to each event which includes 150 elite athletes, not to mention their friends, family members and supporters.

We all recall the fanfare around the arrival of the Louis Vuitton America's Cup World Series in October 2015, and I think it caught many of us off guard just how much of a buzz was generated. I don't think we fully realized until it got here just what to expect, and I would say it far surpassed many people's expectations. I think we all felt the excitement - it was in the air. It impacted our businesses, our economy, our tourism, afforded opportunities to entrepreneurs testing their wings before the big event in 2017...and it was exhilarating to watch right in our backyard.

Picture that - for three consecutive years - and that's what we have just won - except in the world of triathlons, instead of sailing this time. These week-long world series triathlon events will be broadcast around the globe, including the United States where NBC Sports is the broadcast partner. This will ensure coverage of Bermuda

on televisions around the world. The proposed courses for the triathlon will highlight Bermuda's natural beauty on both land and sea.

Also, from a tourism perspective, April is a month where we have room for growth, so these events will offer a huge boost for the island in that month and will result in significant visitor spending on-island.

Put simply, this is the biggest event Bermuda has landed since the America's Cup. This will take Bermuda to the next level of sports tourism and is a wonderful way to follow in the wake of the America's Cup. But what makes the icing on the cake, is that we will be able to watch our very own Flora Duffy, the ITU World Triathlon Champion, compete here, in her homeland. I look forward to cheering her on every step of the way. Flora is a wonderful ambassador for telling Bermuda's story as a perfect destination for athletes and adventure travellers.

Getting to this point has been a cross Ministry partnership between the Ministries of Tourism, Transport and Municipalities, Economic Development and Social Development and Sports who all assisted in preparing Bermuda's bid for these events. So I want to thank all those involved for making this possible. It has taken a lot of hard work but we got here...and the view looks pretty good from where I'm sitting.

To Pat Phillip-Fairn and Philipp Schmidt, I want to say 'thank you'; it was a pleasure working with you in Madrid as we submitted our bid for the 2020 International Triathlon Union World Grand Final.

While we did not win the bid for the 2020 Final, we learned a lot from the bidding process and taking part in these events has solidified Bermuda as part of the ITU family.

I can also announce today that we will be bidding for the grand final in 2021, taking onboard what we have learned from the previous bidding experience.

Bermuda's blessings of a temperate climate, seaside beauty and iconic geographic location have certainly made us a coveted playing field for some of the world's greatest contests. Thank you.