

Triathlon

Endurance Races

Overview presented by:

Market Analysis

industry growth rate 15% per annum
over 13,000 official triathlon events held
globally every year

TV coverage in 160 countries, global
viewing audience of 207 million

large, affluent base of participating
athletes, average age 42, spending
\$3845.62 per year on the sport

History of Triathlons

started as cross training for runners
first triathlons held in San Diego in 1974

first 'Ironman' held in 1978 (12 men)
first World Championships in 1989
became an Olympic sport at the Sydney Games in 2000

Super Sprint Triathlon

Swim: 400m - Bike: 10km - Run: 2.5km
short distances, good for all levels
an easy introduction to triathlons
shorter sprint races more accessible to those with fewer hours to train each week
good completion time - under 1 hour
race cut-off time – 1 hour 20 minutes

Sprint Triathlon

Swim: 750m - Bike: 20km - Run: 5km
shortest option at many events
provides a gateway into the sport for

novices

training less demanding and disruptive
to lifestyle

good completion time - under 90
minutes

elite male time: 00:57:23

elite female time: 01:03:00

race cut-off time - 2 hours 15 mins

International Triathlon

Swim: 1.5km - Bike: 40km - Run: 10km

accepted as the 'standard' triathlon
distance

became an Olympic sport at the Sydney
Games in 2000

good completion time - under 3 hours

elite male time: 01:46:25

elite female time: 01:58:56

race cut-off time - 4 hours

Half-Ironman Triathlon

Swim: 1.9km - Bike: 90km - Run: 21.1km
also known as 'middle distance' or '70.3'
gaining in popularity - challenging
step-up from standard distance
good completion time – men = 6 hours,
women = 7 hours

elite male time: 03:41:30

elite female time: 04:09:19

race cut-off time - 8 hours and 30
minutes

Ironman Triathlon

Swim: 3.8km - Bike: 180km - Run:
42.2km

also known as 'long distance' or '140.6'
one of the most difficult one-day
sporting events in the world

good completion time – men = 13 hours,
women = 14 hours

completing in under 11 hours is a huge
achievement

elite male time: 08:14:18

elite female time: 09:00:55

race cut-off time - 17 hours