

IRONMAN Races in Dorchester County

2016 Economic Impact



Dorchester County is one of the few communities in the world to host two IRONMAN races in one year. In 2016, IRONMAN 70.3 Eagleman in June and IRONMAN Maryland (IMMD) in October

brought thousands of athletes and their supporters from around the world to Dorchester. The return on investment is powerful—both events brought an estimated \$4.92 million to the regional economy.

These IRONMAN events make more than just an economic impact. They introduce people from around the world to Dorchester County, its people, its businesses, and its places. Some athletes visit again to train; others return with their families to explore; some even consider purchasing homes here.



In 2016, the two IRONMAN events had a **\$4.92 million** total estimated economic impact in the region

“Cambridge is absolutely charming and it’s apparent the community is invested in this event and making the athlete’s experience here a good one. Thank you to all.”

—Judy Richarz, IMMD participant

Report Highlights

Highlights from the economic impact report from the 2016 IRONMAN events in Dorchester. The report was produced by BEACON at Salisbury University. The figures are gleaned from those who responded to an online survey.

	2016 Eagleman	2016 IMMD
Participants	1,800	2,000
Estimated total economic impact	\$2.93	\$2.74
Participants who traveled 100+ miles	73%	88%
Average # of guests brought	1.8 guests per participant	2.47 guests per participant
Average overnight stay	2.17 nights	2.63 nights
Money spent locally by participants	62% spent over \$750 while in Dorchester.	65% spent \$1,000+ while in Dorchester
Volunteers	800	1,400