

Presentation link:

<https://prezi.com/view/K1lzt1MtPJ3vvIJK3g12/>

IronMan 101

What is IRONMAN?

Photos:

<https://www.pinterest.co.uk/pin/16747829839999042/?autologin=true>

<http://www.disneystore.co.uk/marvel>

<http://eu.ironman.com/triathlon/events/emea/ironman/wales.aspx#axzz50HVVYWhd7>

<http://www.zimbio.com/photos/Lucy+Gossard/IRONMAN+Wales/MY9pPq6IREI>

<https://ironstruck.com/ironman-wales-results-2015/>

We are all familiar with Ironman just being apart of this class. But briefly i would like to say that IRONMAN is a global company that is responsible for the hardest one-day endurance race in the entire world. The first race took place on February 18 1978, where 15 competitors competed for the title of Ironman. It has now become an event in which all Triathletes dream of competing in.

Most countries hold an Ironman event in which competitors can compete to qualify for the Ironman world championship held in Kona Hawaii. Of all of these qualifying races Ironman Wales is said to be the toughest.

Swim, Bike, Run

Before i dive into the visitor experience I want to ask YOU my initial question i had going into this presentation.

What is the difference between a triathlon and Ironman?

Pause for answers

So, according to Triathlon Training for Dummies there are four types of triathlons:

- Sprint
- Olympic
- Half Iron (Ironman 70.3)
- Ironman

I'm not really going to go into detail as of what each one is but in that order the main difference, as you might have guessed, it goes shortest to longest.

But for example:

Sprint Triathlon

Swim - 0.3 - 0.5 miles

Bike - 12.4 - 13 miles
Run - 3.1 miles

And as we all know the Ironman is a

Swim - 2.4 miles
Bike - 112 miles
Run - 26.2 miles

And the other triathlons of course fit in between these two.

Wales

Photos:

https://twitter.com/ironman_wales
<http://www.swimthebigblue.com/more/news-blog/220-triathlon-interview-ben>
<http://www.walesonline.co.uk/news/wales-news/tenby-town-transformed-ironman-13584815>
<https://openclipart.org/download/101989/population.svg>
http://www.westerntelegraph.co.uk/news/14748534.Ironman_Wales_return_confirmed_for_2017_and_plans_in_place_to_keep_event_in_Tenby_until_2021/ (look at this link*)

Ironman Wales has held the toughest qualifying Ironman (actually ranked 9th toughest by 220 triathlon) for seven consecutive years.

Tenby has the highest levels of local participation for these Ironman events, in fact there are more triathletes per capita in the Tenby area of Wales than anywhere else in the world. This is easily observed when present in Tenby on race day, the feverish local support is evident.

2066 athletes entered the race in the Ironman Wales 2017 (426 did not finish 20%). With these athletes come family and friends that want, so intensely, to watch their athlete throughout the whole race. From start to finish.

The 2011 census states that Tenby's population sits at 4,696, and estimated to be 4,625 in 2016. Each athlete that enters the Ironman race is estimated to bring 3-4 spectators. An estimated 10,000 visitors were attracted to Tenby for the Ironman 2017.

Only counting the visitors and athletes, 12,066, Tenby's population has grown by 260%. Of course we also left out the number of workers/volunteer with this event, and the locals that did not take part in this event.

How does Tenby and Ironman take care of 10,000 visitor needs when the population of Tenby the rest of the year only reaches 4,696.

IronKids

Photos:

<http://www.gettyimages.co.uk/event/wales-previews-775037525#young-competitors-take-part-in-ironkids-prior-to-tomorrows-ironman-picture-id844907326>

<https://www.endurancebusiness.com/2015/industry-news/sun-shines-on-ironkids-wales/>

<https://www.justgiving.com/fundraising/christopher-hill10>

IronKids is a event that takes place the day before the big race. This event is very popular for everyone and often gives the Ironman competitors the chance to be a spectator cheering on their young athlete.

Ironkids is a competitive competition to even get into. This year there were 2,500 spots and they sold out fast. Competitors eligible are aged 3-14, the event is run only, and the goal is to have fun and promote healthy living. Each competitor receives an Ironkids T-shirt to run in, and medal once crossing the finish line.

Ironman was actually the first to design a triathlon specifically for kids in 1985 with Ironkids Bread Race Series.

Twitter was a very popular way to share the fun and excitement of Ironman Kids with the world

Transport

Photos:

<http://www.pembroke-today.co.uk/>

http://www.westerntelegraph.co.uk/news/15518254.Ironman_Wales_2017_road_closures_start_times_and_everything_you_need_to_know/

https://commons.wikimedia.org/wiki/File:UK_traffic_sign_616.svg

https://www.picpng.com/image/cow_png_image_23017

<http://www.frederickroadvet.com/>

<http://www.fayetteveterinaryhospital.com/>

http://www.westerntelegraph.co.uk/news/15525852.Club_s_pitch_ripped_up_by__triathlon_spectators_/

Transportation is a big part of visitor experience and could very well determine the mood going into the event.

Because the Ironman race uses the local roads of Tenby there are a lot of road closures.this of course is to ensure the safety of the athletes as well as the spectators.

picture of road closures

The road closures mean a few things:

- 14 different roads are closed at varying times for example:
 - 9:30am - 6:15 pm
 - 7 am - 3:45 pm

- 8:30 am - 1 pm
- etc.
- The Coastal Cruiser bus which would usually cover Pembroke, Angle, Bosherton, and Stackpole area would not be in operation
- There are crossing points along the cycle route in certain spots, although they do expect there to be delays

Shuttle busses are available to the visitors of Ironman and are recommended to use them as a park and ride. Signs were in place to guide visitors where to park, tickets costed adults 5 pounds and children 3 - 14 three pounds and Children 2 & Under were Free. The shuttle buses were said to run roughly every 30 minutes.

I could not find any feed back on this service.

Estelle Burton, who runs a locksmith business voiced her concerns and said she had been told that sections of her road would be closed. "We are emergency cover for the whole of Pembrokeshire," she said. "Any of these road closures are obviously going to impact heavily on our business because... if we can't get access from our drive we can't reach these emergency cases which require us to attend."

Ironman has ensured that emergency vehicles will have access through roads when it is needed so even a cow can get to the vet!

<http://eu.ironman.com/triathlon/events/emea/ironman/wales/athletes/faqs.aspx#ixzz4zqVhvc85>

- Buses will also be available to and from Carew Airfield on the morning of the race until throughout the day in order to reduce congestion and avoid road closures. Spectators can leave their cars here which saves parking in Tenby's town centre. Tickets for these services are free for athletes and can be bought in advance for spectators during athlete registration.

Ironman Track

Photos:

https://commons.wikimedia.org/wiki/File:Apple_Store.png

<https://android-developers.googleblog.com/2017/05/whats-new-in-google-play-at-io-2017.html>

<https://play.google.com/store/apps/details?id=me.rtrt.app.irma>

Ironman track is an app available for both apple and android devices for free. This app allows spectators to track athletes in real-time for select IRONMAN and IRONMAN 70.3 endurance events. Ironman track delivers:

- athlete's times, paces, split estimates, and division placement in real time
- Tracking of multiple athletes at the same time
- push notifications as progress is made

- live maps of the course
- event information and updates
- The ability to share updates to various social media platforms

This app is not only designed for the spectator waiting their athlete to race by them but can also make a spectator out of a family member or friend who couldn't make it to the race in person.

Community

Photos:

<https://twitter.com/sfootafc>

Tenby is known for their local participation during the Ironman event. Kevin Stewart, the managing director Ironman UK and Ireland, says despite it being one of the toughest on the circuit it is also one of the firm favourites, due to its phenomenal vibe and open armed welcome from the entire county of Pembrokeshire."

More and more locals get involved in the event each year for example Robert James, 50 years young, has learned to swim in the last year so that he can compete.

As i mentioned earlier there are more triathletes per capita in the Tenby area of Wales than anywhere else in the world

.Victoria Randall, who runs Equinox, souvenir shop says "I knew the town before the Ironman came in and I think it has had a massive impact on local people insofar that we have the highest proportion of Ironman competitors per population anywhere in the world,"

But not only do locals compete they are known to welcome the event as well, Sion Jenkins started up the Just Tri group, a triathlon training group for 7-14 year olds, and has been named the Welsh Triathlon Children's Coach of the Year for 2017. He now coaches 30 young athletes in Tenby each week. The children keep going and they are interested in looking at setting up their own race.

Would this have happened if Ironman did not come to tenby? Ironman has influenced many locals to either start training to compete, to welcome visitors through their businesses, or creating businesses like Jenkins. Ironman has shown a lot of impact on the city of tenby many positive but some negative one that stands out widely.

Saundersfoot Football club has had a negative experience with Ironman Wales. Their football field was lock for the event and had signs

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Comments on social media from people attending the Triathlon event have suggested that they were directed up to the pitch, something which the organisers Activity Wales have denied.

Spectatoring

Photos:

<http://www.visitpembrokeshire.com/attractions-events/festivals-and-events/ironman-wales/>
<http://www.bbc.co.uk/news/uk-wales-south-west-wales-29204074>
http://www.westerntelegraph.co.uk/news/15518254.Ironman_Wales_2017_road_closures_start_times_and_everything_you_need_to_know/
<https://www.tri247.com/triathlon-news/elite/ironman-wales-2016-phil-graves-report>
<https://twitter.com/mccrystalbryan>
<http://www.harrywiltshire.com/>
<http://lucygossage.com/portfolio-posts/ironman-70-3-staffordshire-2015-21/>
<https://www.torqfitness.co.uk/news/ironman-uk-2015>
<https://twitter.com/nikkibartlett1>

Ironman provided visitors with spectator guides they were available for download on their website or handed out on race week from registration along with clap bangers. The guide included information on:

- Race day schedule
- Ironman facts
- What professional athletes would be competing
- Access & Parking
- Race course
- Bus schedule
- And spectator hot spots

The professional athletes mentioned to keep your eye out for were:

- Philip Graves
- Bryan McCrystal
- Harry Wiltshire
- Lucy Gossage
- Kate comber
- And Nikki Bartlett

I had never heard of any of these people and i soon realized it was because i have never raced or watched an Ironman event. These people listed here are all triathletes and very good ones. Just looking at this headline i was expecting to see famous athletes within multiple different sports, like rugby players or football players. But no this is where we get to

know the professional triathletes and i believe this list contributes to the visitor experience, being able to point them out during the race and being able to tell your friends you saw a professional triathlete race in ironman gives you some cred.

- Other names to look out for include former Wales rugby players Shane Williams, Ryan Jones and Ian Gough.

Conclusion

Photos:

http://www.westerntelegraph.co.uk/NEWS/14748534.Ironman_Wales_return_confirmed_for_2017_and_plans_in_place_to_keep_event_in_Tenby_until_2021/

<https://www.racecheck.com/races/ironman-wales>

Not a set venue - out of control

Reliant on weather

Relying on volunteers

Spectators are always moving with athlete

Visitors make the visitor experience

Free event to watch

Athlete focused

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Play.google.com. (2017). *Cite a Website - Cite This For Me*. [online] Available at: https://play.google.com/store/apps/details?id=me.rtrt.app.irma&hl=en_GB [Accessed 6 Dec. 2017].

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Western Telegraph. (2017). *Just reward for Sion as he named the Welsh Triathlon Children's Coach of the Year*. [online] Available at: http://www.westerntelegraph.co.uk/sport/15580327.Just_reward_for_Sion_as_he_named_the_Welsh_Triathlon_Children___s_Coach_of_the_Year/ [Accessed 6 Dec. 2017].