tourism Toronto

Toronto Convention & Visitors Association

BUSINESS OPPORTUNITY NOTIFICATION

ATTENTION: Attraction, Restaurant, Retail, Theatre, Tour and Transportation Members

Who:	Sports Focused Consulting (SFC International)		
What:	Toronto Triathlon Festival	**When:**	07/18/2013 - 07/22/2013
Attendance:	Approx. 4,500	**Location:**	Downtown, Coronation Park

ORGANIZATION PROFILE

On Sunday, July 21, 2013, the Toronto Triathlon Festival (TTF) will take place. Over 2,000 athletes and over 4,500 people are expected throughout the TTF Race Week (Monday July 15 to Sunday, July 21) as well as for the week following the event (through to Sunday, July 28). The TTF is the largest urban embedded triathlon in Canada. Competitors are attracted to a uniquely downtown course. The TTF provides a unique platform that delivers an affluent demographic in a burgeoning sport whose participants like to travel in bunches (e.g. groups of triathletes and/or families). Currently, over 30% of our registrants are "tourists" and we would like to give them some options of things to do when they are here in Toronto. For more info, please visit the event website: http://www.torontotriathlonfestival.com/

MEETING OVERVIEW - OPPORTUNITY TO ATTRACT ATTENDEES

Race Week and Post Race Week (Monday July 15 to Sunday July 28)

Tourist Component: Athletes and their families will begin arriving at various times during Race Week and will likely stay until various times during the Post Race Week. They will have time, and will want to explore and enjoy the city's attractions, theatre, shopping, dining and nightlife.

Race Week and the Rest of the Summer 2013 (Monday July 15 until Labour Day)

Local Component: Athletes and their families, because they live in Toronto, during Race Week, will likely not "explore" as much as will the group mentioned above. Having said that, because the summer provides an opportunity to spend more time with family and an opportunity when children are typically out of school (and in need of activities), we would suggest that promotions that allow usage until the middle of September could see increased uptake by this constituency.

General Triathlon Demographics

- Average Age: 37
- Average Annual Household Income: $161,000
- Households with 3 or More Family Members: 55%
- Post Secondary Education: 95%

Send <u>500</u> printed offers by July 16th directly to Jeff Chong at:

253 Merton Street, Suite 808, Toronto, ON M4S 3H2

For additional information, please contact:

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