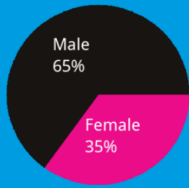


Byron Bay Triathlon Sunday 9 May 2021

Demographics



38.9
AVERAGE AGE

1,640

TOTAL PARTICIPANTS

COMBINED SPECTATORS
& PARTICIPANTS

6,724



Byron Bay Triathlon Sunday 9 May 2021

Byron Bay Future Tourism



69%
VISITORS

17% of participants have never visited Byron Bay before.

78% of participants said they will return for a holiday experience in Byron Bay in the next eighteen months.

Byron Bay Triathlon Sunday 9 May 2021

Economic Benefits

\$350
AVERAGE SPEND



\$6.62m
DIRECT VISITOR EXPENDITURE

\$8,800

COMMUNITY CONTRIBUTIONS

15,225

BED NIGHTS

2.94

AV. NIGHTS STAY



Byron Bay Triathlon Sunday 9 May 2021

Byron Bay Destination Marketing

774,476

TOTAL ONLINE IMPRESSIONS

81,048

PAGE VIEWS

693,428

FACEBOOK PAGE REACH

1,964

INSTAGRAM FOLLOWERS

Legacy Effects



8

Events Since 2013



\$34.6m

Economic Benefits

*excluding tourism multiplier



77,664

TOTAL BED NIGHTS



4.780M

Online brand impressions promoting Byron Bay



1,710

Work Experience Opportunities for Local Volunteers & Youth



\$175,600

FUNDRAISING for Community Clubs

Legacy data for the period 2013 – 2017 has been calculated based on aggregate calculations based on more recent data. Data from 2013 and earlier is not included.