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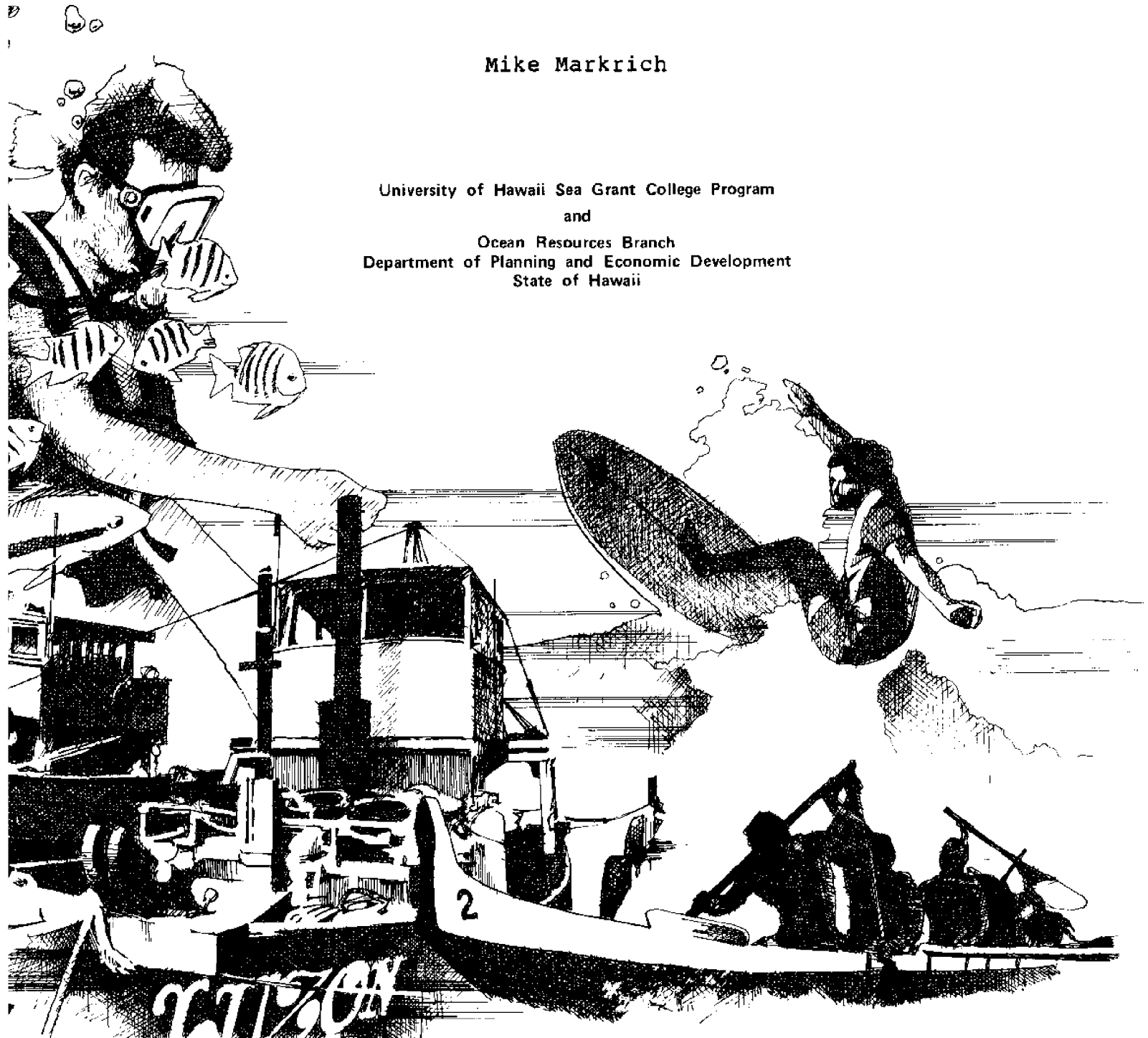
Studies on Marine Economics

**TRIATHLONS, OCEAN SWIMS, AND BIATHLONS
IN HAWAII**

Expenditures for 1985

Mike Markrich

University of Hawaii Sea Grant College Program
and
Ocean Resources Branch
Department of Planning and Economic Development
State of Hawaii



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ABSTRACT

Each year, ocean swimming events generate millions of dollars in Hawaii state revenues. In 1985, the expenditures related to 13 triathlons, 13 ocean swims, and 9 biathlons amounted to over \$9.5 million. This is a lower-bound estimate of total expenditures since it only accounts for those monies spent by race organizations, visiting athletes and their dependents, and, in the case of larger events, media representatives. Estimated total expenditures for 35 events are presented. In addition, several concerns of race organizers -- such as community relations, ocean water quality, athlete safety, and insurance rates -- are discussed.

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INTRODUCTION

Multisport competitions that involve ocean swimming have grown in national as well as international popularity during the last 10 years. These sports events -- which are known variously as triathlons, mini-triathlons, biathlons, ocean triathlons, other names -- are made up of a specified number of individual sports activities connected in an ordered sequence. Most of these events have their origin in the Ironman Triathlon which is a combination of the Honolulu Marathon, the Round Oahu Bike Race, and the Waikiki Rough Water Swim. The combination of these events proved to be so successful that it inspired similar events in Hawaii and throughout the world. At present, an estimated 2,000 races modeled on the original Hawaii triathlon are held throughout the United States each year.

In Hawaii, 13 triathlons, 13 ocean swims, and 9 biathlons are held each year. Triathlons account for much of the state's competitive ocean swimming, even though ocean swimming is only one of its three activities. Together these three types of events -- although not all-inclusive -- have had a recognizable impact on several sectors of the state's economy such as retail merchandising, sports promotions, and the visitor industry.

The purpose of this report is to determine the expenditures made in Hawaii that are associated with ocean swimming events and multisport competitions that involve ocean swimming. The information presented in this report is based on personal interviews conducted of race organizers, owners and employees of sports supply stores, and members of communities in which the larger events are held. This information is supplemented with data obtained from an Ironman Triathlon organization survey of its 1985 event participants. The Sea Grant survey was conducted from September 1985 to September 1986 on the islands of Kauai, Oahu, Maui, and Hawaii (hereinafter referred to as the Big Island). A sample of the questionnaire used in the survey is provided in Appendix A.

METHOD OF DETERMINING RACE EXPENDITURES

The costs of sports events involving ocean swimming are broken down into direct and indirect expenditures. Direct expenditures are those monies spent (1) by race organizations (actual race costs and administrative and logistic expenses), (2) by visiting athletes for living expenses (food, lodging, car rental, and special activities such as a banquet) and for race-related services (e.g., bike repair or medical treatment), (3) by people accompanying the visiting athletes, and (4) by media representatives for living expenses. The latter group is present only at the larger events. In this report, "dependent" is used broadly to refer to family members, trainers, or anyone accompanying the athlete to the event. Indirect expenditures are derived through use of the standard entertainment multiplier

(0.74) from the Hawaii Department of Planning and Economic Development input-output model; they reflect the secondary and tertiary expenditure effects that ocean swimming-related sports events have on the state's economy.

Direct expenditures are based on lists of relevant expenditure items and on estimates provided by race organizers. However, in the case of the Ironman Triathlon, additional information was obtained through a survey of 487 (47.5 percent) of the approximately 1,024 athletes participating in 1985, as well as media representatives. The results of the survey, which was conducted by the Ironman Triathlon staff, showed that each athlete spent approximately \$83 for living expenses daily while in Kailua-Kona to compete and that each athlete's dependent spent approximately \$69. Daily living expenses for dependents were estimated to be 83 percent of those of the athletes because of shared expenses. Organizers of other triathlons estimated athlete expenditures at about \$100 per day (which is the same as the Hawaii Visitor Bureau's estimate of average westbound visitor daily expenditures). However, it was thought best for the purposes of this report to use the lower, more conservative figure resulting from the survey of Ironman participants. The survey figure for estimated dependent expenditures will be used as well.

Because expenditures of athletes and their dependents from the home island (or island on which the event was held) are not included, the figures provided for each event are under-represented. In addition, expenditures of athletes while training for events in Hawaii are not included. Hence, the figures in this report should be considered as lower-bound estimates.

BUD LIGHT IRONMAN TRIATHLON WORLD CHAMPIONSHIP

The Bud Light Ironman Triathlon World Championship is one of the oldest and best-known multisport event of its kind in the world. Since this event was first held on Oahu in 1978, it has grown from a small amateur contest involving 15 people to a large professional event involving approximately 1,000 athletes annually. Because of its rapid growth, in 1981 the contest organizers moved the event to the Big Island so as to better accommodate participating athletes. The Ironman Triathlon organization currently receives four times more applications than the number of participants they can place in competition.

The event consists of a 2.4-mile open-ocean swim, a 112-mile bike ride, and a 26.2-mile run. According to race organizers, the difficulties of the race are compounded by heat and the unbroken vista of the lava fields.

Although other triathlon organizers copied the Ironman's swim-bike-run format, none was able to equal the Ironman in

either popularity or prestige. Hence, the Ironman remains the only American triathlon currently under contract to a major television network. Discussions with an ABC executive indicated that the network was interested in retaining the programming rights despite the fact that the length of the event dictated its showing by taped rather than live broadcast. The reasons given for the popularity of the Ironman varied, but among the most important cited were: (1) it is prestigious and professionally run, (2) it is one of the most challenging races of its kind in the world, and (3) it is held in Hawaii.

The Ironman organization differs from that of all other triathlons and ocean swimming events in Hawaii in that it has a full-time staff of five people and is run as a private corporation. The staff members screen applicants for competition throughout the year, sanction international and mainland events which athletes use to qualify for the Ironman, and deal with the international licensing of Ironman-related products.

Ironman organization members interviewed for this report estimated that the organization's expenditures for 1985 were \$825,000 (Table 1). These expenditures were divided between actual race costs and the administrative and logistical costs incurred by the organization.

The organizers of the event estimated that in 1985, the race attracted 1,024 athletes, 1,591 dependents, 600 members of the press, and approximately 3,000 volunteers. In addition, an unspecified number of spectators were attracted to the event in Kailua-Kona. Most of the athletes arrived a week before the event in order to acclimatize themselves to conditions there. Others came even earlier. Several came 2 months in advance in order to train for the event.

According to an Ironman organization survey of athletes participating in the 1985 triathlon, the average length of stay by athletes in Kailua-Kona was 13.3 days. However, the staff members said that this was more typical of the 925 athletes who came from the U.S. mainland and foreign countries than it was of the 62 athletes from the other islands in the state. According to a Sea Grant survey of athletes at the event, the other island participants spent an average of 7 to 10 days in Kailua-Kona.

The expenditures of athletes also varied with points of origin. The race organizers estimated that out-of-state visitors spent more than Hawaii athletes visiting from other islands. The average amount spent by out-of-state athletes was \$13 per day for transportation and \$46 per day for lodging. The total living expenses for the 925 out-of-state athletes averaged \$83 per day each during the 13.3-day period. Living expenses for the 62 other island athletes were about \$83 per day each over 7 days. Together, estimated living expenses for all athletes in 1985 totaled \$1,057,130 (Table 1).

**TABLE 1. BUD LIGHT IRONMAN TRIATHLON WORLD
CHAMPIONSHIP EXPENDITURES, 1985**

| Item | Amount |
|----------------------------------------------|-------------|
| Race Organization Expenditures* | |
| Advertising | -- |
| Administration (including staff) | -- |
| Communications | -- |
| Storage | -- |
| Contestant items | -- |
| Data services | -- |
| Finish line | -- |
| Land course | -- |
| Swim course | -- |
| Marshals | -- |
| Medical | -- |
| Postage | -- |
| Press expenses | -- |
| Promotion and public relations | -- |
| Printing | -- |
| Registration | -- |
| Office rental | -- |
| Security | -- |
| Sponsors, volunteers | -- |
| Temporary help | -- |
| Timing | -- |
| Travel | -- |
| Insurance | -- |
| Subtotal | \$ 825,000 |
| Athletes' Living Expenses | |
| Out of state† | 1,021,108 |
| Other islands‡ | 36,022 |
| Subtotal | 1,057,130 |
| Dependents' Living Expenses | |
| Out of state‡ | 1,183,316 |
| Other islands‡ | 29,946 |
| Subtotal | 1,213,262 |
| Athletes' Race-Related Expenditures** | 393,813 |
| Media Expenses†† | 840,000 |
| Total Direct Expenditures | 4,329,205 |
| Total Indirect Expenditures‡‡ | 3,203,612 |
| Grand Total | \$7,532,817 |

Source: Ironman Triathlon organization

*Breakdown of costs not available for publication

†Based on 925 athletes spending \$83 per day over 13.3 days

‡Based on 62 athletes spending \$83 per day over 7 days

§Based on each out-of-state athlete bringing 2.06 dependents for 9 days at a rate of \$69 per day

¶Based on each in-state athlete bringing 2 dependents for 3.5 days at a rate of \$69 per day

**Based on 987 participants, the number of athletes flying into Kailua-Kona for the event, spending \$399 each

††Based on 600 radio, television, and magazine representatives spending an average of \$200 per day over 7 days

‡‡Based on total direct expenditures x 0.74

The amount of equipment and other purchases made was dependent on the incomes of individual participants. However, according to the owner of a Kona bike shop, individual expenditures for bike repairs seldom exceeded \$350. As for equipment expenditures, one bike salesman who had worked in several triathlons said that participants seem to be arriving in Hawaii better prepared than in the past and are buying fewer items. However, there are always items that may have to be purchased, such as a new tire when a flat occurs.

The Ironman survey indicated that each out-of-state athlete was accompanied by 2.06 people, such as friends, spouses, and trainers, and that each stayed an average of 9 days in Hawaii. However, it was assumed that other island athletes brought at least 2 people to see them race and that these fans stayed 3.5 days -- generally from Thursday through Sunday. Estimated daily expenses for out-of-state dependents and in-state dependents were \$69. It was assumed that the 925 out-of-state participants brought 1,906 dependents with them and that the 62 in-state participants brought 124 dependents with them. Together, estimated living expenses for all visiting dependents totaled \$1,213,262 (Table 1).

Table 2 gives a breakdown of race-related expenditures of a representative Ironman Triathlon athlete. Assuming that the bulk of these expenditures was made by the 987 visiting athletes, it can be estimated that together they spent \$393,813 on these items (Table 1).

TABLE 2. RACE-RELATED EXPENDITURES OF A REPRESENTATIVE IRONMAN TRIATHLON ATHLETE, 1985

| Item | Amount |
|---------------------------------|--------|
| Bike maintenance and repair | \$ 13 |
| Equipment (new and replacement) | 39 |
| Massage | 22 |
| Medical treatment | 49 |
| Souvenirs | 148 |
| Miscellaneous | 128 |
| Total | \$399 |

Source: 1985 Sea Grant survey of triathlon athletes

Also to be considered are the expenditures of the approximately 600 radio, TV, and magazine reporters, photographers, and technical crews who covered the event in 1985. ABC estimated that it spent between \$150,000 and \$250,000 on the event. Reporters, who came from more than 20 countries, spent an average of \$200 per day over a 7-day period in Hawaii (Table 1).

Total expenditures for the 1985 Ironman were estimated at \$7,532,817 (Table 1).

Although expenditures associated with the Ironman Triathlon are significant, most are distributed in the tourism sector and in those sectors of the economy directly related to the event (i.e., the hotels, restaurants, car rental agencies, bike shops, shops selling athletic wear, food stores, and souvenir stands). Although others benefit, such as the small-scale craft people selling palm hats and other Hawaiiana-type materials, most of the economic benefit resulting from the event is accrued by those businesses catering to the needs of the athletes.

IRONKIDS TRIATHLON

The Ironkids is a new triathlon run by the Ironman organization. It is made up of two divisions. The junior division for 7 to 10-year-old children is a 100-meter swim, a 5-kilometer bike ride, and a 1-kilometer run. The senior division for 11 to 14-year-old youths is a 200-meter swim, a 10-kilometer bike ride, and a 2-kilometer run. The Ironkids, held on Oahu for the first time in May of 1985, involved 100 local children. Its administrative costs were \$3,500. Its estimated direct and indirect expenditures totaled \$6,090.

ULTRAMAN TRIATHLON

The Ultraman Triathlon, held in November, is a 3-day stage race around the Big Island that includes a 6-mile swim, a 250-mile bike ride, and a 52.4-mile run. Although it is a small race that draws approximately 30 athletes annually, it is said to be internationally recognized as an endurance event by its promoters.

The event director said that one of the goals of the organization was to impact the surrounding community of Kona as little as possible. To this end, no roads are closed, no special facilities used, and no special demands made upon Big Island residents. He added that the unique nature of the contest has attracted a small but active following among competitive athletes and numerous volunteers from the community. As a result there is little need to advertise or promote the event in order to attract sponsors and competitors.

Since this is a stage race that requires athletes to spend at least 5 nights and 6 days on the island, expenditures of visiting athletes were based on at least a 1-week stay. In 1985, each of the 30 athletes spent an estimated \$83 per day on food, lodging, and transportation during their stay. In addition, approximately \$69 was spent by each of the 2.5 dependents. According to the event director, there were no significant differences between expenditures of mainland and other island athletes. Total estimated expenditures for the Ultraman Triathlon amounted to \$124,680 (Table 3).

TABLE 3. ULTRAMAN TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|---------------------------------------|-----------|
| Race Organization Expenditures | |
| Permits | \$ 200 |
| Postage, office expenses | 10,000 |
| Travel, lodging, food | 2,000 |
| Security | 200 |
| Insurance | 600 |
| Prizes | 2,000 |
| Miscellaneous | 3,000 |
| Subtotal | \$ 18,000 |
| Athletes' Living Expenses* | 17,430 |
| Dependents' Living Expenses† | 36,225 |
| Total Direct Expenditures | 71,655 |
| Total Indirect Expenditures‡ | 53,025 |
| Grand Total | \$124,680 |

Source: Sea Grant survey

*Based on 20 mainland and 10 other island athletes spending \$83 per day over 7 days

†Based on 75 dependents, or race assistants, spending \$69 per day over 7 days

‡Based on total direct expenditures x 0.74

KEAUHOU-KONA TRIATHLON

The Keauhou-Kona Triathlon, also held on the Big Island, consists of a 1.2-mile swim, a 56-mile bike ride, and a 13.1-mile run. The event takes place in Keauhou Bay and the surrounding

area. Although participation in the race averaged between 300 and 400 people when it was first held 4 years ago, the number of participants declined in 1985 to 280 people. The reasons given by the race organizers for the decline were poor weather on the day of the race and the fact that the Keauhou-Kona race is no longer a qualifier for the Ironman Triathlon.

Expenditures on the race were down as well. In the past more than \$14,000 was spent each year to put on the race, but only about \$7,000 was spent in 1985. The organizing committee does all of its work on a volunteer basis, and no expenses are involved for application processing. The organization uses 300 volunteers, or about 1 volunteer per contestant.

The organizer of the 1985 event estimated that of the 280 contestants, 15 came from the mainland, 140 from the other islands, and the remaining 125 from the Big Island. It was assumed that each of the 15 athletes participating from the mainland stayed 7 days and spent \$83 per day. The 140 athletes from other islands spent only 1.5 days in Kona, according to the race organizer; their average rate of expenditure was \$83 per day. It was also assumed by the race organizers that each mainland athlete brought 1 dependent and that each dependent spent \$69 per day over 7 days, and that each in-state athlete from another island brought 1 dependent who spent \$69 per day over a 1.5-day period. Total estimated expenditures for this event in 1985 was \$95,491 (Table 4).

VALLEY ISLE TRIATHLON

The Valley Isle Triathlon is a small-scale event conducted by the Valley Isle Road Runners Club. Although not held in 1986, contest organizers said that it had been held for 3 years previously and that they expect to hold the contest again in 1987. The only triathlon held on Maui, it consists of a 1.2-mile swim off Wailea Beach, a 56-mile bike ride, and a 13.1-mile run. On the average, approximately \$3,600 is spent on conducting the race. Little or no money is spent on advertising, and almost all material and labor utilized in the race are donated.

In 1985, the race drew 164 contestants from the following locations: 9 from the mainland, 118 from the other islands (85 from Oahu, 29 from the Big Island, and 4 from Kauai), and 37 from Maui, the home island.

The living expenses of the visiting participants were estimated on the basis of the number of days they spent on Maui. The 9 mainland participants spent \$83 per day over an estimated 7 days. The 118 participants from the other islands spent \$83 per day over an average of 1.5 days. It was assumed that each of the racers brought an average of 1 dependent who spent approximately \$69 per day. The out-of-state dependents stayed for 7 days and the in-state visiting dependents for 1.5 days.

TABLE 4. KEAUHOU-KONA TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|---------------------------------------|-----------------|
| Race Organization Expenditures | |
| Awards | \$ 1,636 |
| Trophies | 3,389 |
| Police | 256 |
| Aid stations | 150 |
| Insurance | 761 |
| Registration | 121 |
| Telephone | 50 |
| Timing | 350 |
| Hotel | 120 |
| Miscellaneous | 167 |
| Subtotal | <u>\$ 7,000</u> |
| Athletes' Living Expenses | |
| Out of state* | 8,715 |
| Other islands† | 17,430 |
| Subtotal | <u>26,145</u> |
| Dependents' Living Expenses | |
| Out of states‡ | 7,245 |
| Other islands‡ | 14,490 |
| Subtotal | <u>21,735</u> |
| Total Direct Expenditures | 54,880 |
| Total Indirect Expenditures‡ | <u>40,611</u> |
| Grand Total | <u>\$95,491</u> |

Source: Sea Grant survey

*Based on 15 athletes spending \$83 per day over 7 days

†Based on 140 athletes spending \$83 per day over 1.5 days

‡Based on each dependent spending \$69 per day over 7 days

‡Based on each dependent spending \$69 per day over 1.5 days

‡Based on total direct expenditures x 0.74

Total estimated expenditures for the Valley Isle Triathlon amounted to \$69,739 (Table 5).

TABLE 5. VALLEY ISLE TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|---------------------------------------|-----------------|
| Race Organization Expenditures | |
| Water bottles | \$ 309 |
| Postage | 33 |
| Sound system | 200 |
| T-shirts | 737 |
| Swim course | 275 |
| Food | 1,144 |
| Police | 50 |
| Printing | 292 |
| Training aids | 20 |
| Clerical | 48 |
| Other | 492 |
| Subtotal | <u>\$ 3,600</u> |
| Athletes' Living Expenses | |
| Out of state* | 5,229 |
| Other islands† | 14,691 |
| Subtotal | <u>19,920</u> |
| Dependents' Living Expenses | |
| Out of state‡ | 4,347 |
| Other islands§ | 12,213 |
| Subtotal | <u>16,560</u> |
| Total Direct Expenditures | 40,080 |
| Total Indirect Expenditures# | <u>29,659</u> |
| Grand Total | <u>\$69,739</u> |

Source: Sea Grant survey

*Based on 9 athletes spending \$83 per day over 7 days

†Based on 118 athletes spending \$83 per day over 1.5 days

‡Based on 9 dependents spending \$69 per day over 7 days

§Based on 118 dependents spending \$69 per day over 1.5 days

#Based on total direct expenditures x 0.74

KAUAI LOVES YOU TRIATHLON

The Kauai Loves You Triathlon is held in Hanalei. Started in January of 1984, this is the first Hawaii triathlon to offer prize money to professional athletes. Since the event was started 2 years ago, the number of participants in the race has increased from 189 to 300, slightly more than 60 percent. In 1986, this triathlon is planned to be held in October.

The administrative costs in 1985 amounted to \$43,000 for this event which consists of a 1.5-mile swim, a 54-mile bike ride, and a 12.4-mile run.

Race organizers said that of the 300 participants in the 1985 event, 184 came from the U.S. mainland and several foreign countries, 84 from the other islands in the state, and 32 from Kauai. They estimated that a crowd of 1,000 people were on hand for the race.

The race directors estimated that each of the 184 athletes from out-of-state spent \$83 per day, brought an average of 2 dependents, and stayed for 2 weeks. Their dependents spent approximately \$69 per day during the same period. The in-state athletes also spent \$83 per day, but they brought only 1 dependent each and stayed on Kauai for an average of 2 days. Their dependents spent \$69 per day over the 2-day period. In addition, about 10 representatives from magazines, newspapers, and other media outlets were present for the race. Their expenditures were estimated at \$100 per day for 2 days. Total Kauai Loves You Triathlon expenditures for 1985 were estimated at \$1,113,308 (Table 6).

This triathlon is the only event in Hawaii that has the financial support of a state or county agency. The County of Kauai donated \$5,000 to the event and placed its police and sanitation workers at the disposal of the race committee without charge.

TABLE 6. KAUAI LOVES YOU TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|---------------------------------------------|-------------|
| Race Organization Expenditures | |
| Telephone, postage | \$ 4,500 |
| Clerical | 2,000 |
| Salaries | 7,500 |
| Set-up costs | 1,500 |
| Banners | 2,500 |
| Water bottles | 500 |
| Miscellaneous equipment | 200 |
| National advertising | 7,000 |
| Hawaii advertising | 1,600 |
| Local printing costs | 5,000 |
| Newspaper inserts | 2,700 |
| Food costs | 1,000 |
| T-shirts | 2,400 |
| Outside labor | 4,600 |
| Subtotal | \$ 43,000 |
| Athletes' Living Expenses | |
| Out of state* | 213,808 |
| Other islands† | 13,944 |
| Subtotal | 227,752 |
| Expenditures of Triathlon Dependents | |
| Out of state‡ | 355,488 |
| Other islands§ | 11,592 |
| Subtotal | 364,633 |
| Media Expenses | 2,000 |
| Total Direct Expenditures | 639,832 |
| Total Indirect Expenditures¶ | 473,476 |
| Grand Total | \$1,113,308 |

Source: Sea Grant survey

*Based on 184 athletes spending \$83 per day over 14 days

†Based on 84 athletes spending \$83 per day over 2 days

‡Based on 368 dependents spending \$69 per day over 14 days

§Based on 84 dependents spending \$69 per day over 2 days

¶Based on total direct expenditures x 0.74

TINMAN TRIATHLON

Started in 1979, the Tinman is the second oldest triathlon in Hawaii. It was modeled after the Bud Light Ironman Triathlon World Championship, but designed as a smaller, more accessible urban triathlon for Honolulu. As a result, its course is both shorter and more compact than that of the Ironman. It consists of an 800-meter swim, and a 25-mile bike ride, and a 6.2-mile run. The race begins at Ala Moana Park and ends at Kapiolani Park. It is held in July.

The event proved to be so popular that within a few years it grew from a field of 10 athletes to its present size of 1,200 athletes. Today, according to the race promoters, the race attracts entrants from 12 states, 3 foreign countries, and 5 islands in the state. Furthermore, they indicated that they receive more applications than the number of athletes that can be placed in competition and thus have set a limit of 1,200 entries. The event is run on an informal basis by promoters who volunteer their time. They estimated the cost of putting on the event at approximately \$30,000 per year.

Athletes living expenses for 1985 were estimated at \$83 per day for the 47 athletes attending the event from the mainland and for the 43 athletes who came to Oahu from the other islands. Each of the mainland athletes stayed for 7 days; the 43 other island athletes stayed an average of 1.5 days. Each athlete was accompanied by an average of 1 dependent who spent \$69 per day for living expenses. Total estimated expenditures for this event amounted to \$156,275 (Table 7).

WINDWARD TRIATHLON

The Windward Triathlon is one of five events hosted by Team Hawaii, a Honolulu-based club. This triathlon is now in its fourth year and is expected to grow rapidly because of its recent designation as an Ironman Triathlon qualifying event. Because of this designation, more people from the mainland are expected to enter this multisport event so as to earn a place in the Ironman Triathlon which is held in Kailua-Kona. The Windward Triathlon, held in August, consists of a 1-mile swim, a 50-mile bike ride, and a 10-mile run. It takes place at the Kaneohe Marine Corps Air Station and surrounding areas.

Annual administrative expenditures for this event are approximately \$12,000, but, according to race organizers, this amount represents only half of the total cost. The remainder is absorbed by the U.S. Marine Corps, which is one of the event's major sponsors.

A race organizer said that in 1985 the event drew a field of 250 people, 12 of whom came from the mainland and 20 from the other islands. Each of the mainland athletes is believed to have

TABLE 7. TINMAN TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|---------------------------------------|-----------|
| Race Organization Expenditures | |
| Awards | \$ 5,000 |
| Insurance | 1,700 |
| Police | 3,000 |
| Entertainment for volunteers | 500 |
| Travel | 2,000 |
| Singlets | -- |
| Timing, bike, racks, ambulances | -- |
| Printing and postage | -- |
| Rental, equipment, miscellaneous | 17,000 |
| Subtotal | \$ 30,000 |
| Athletes' Living Expenses | |
| Out of state* | 27,307 |
| Other islands† | 5,354 |
| Subtotal | 32,661 |
| Dependents' Living Expenses | |
| Out of States‡ | 22,701 |
| Other islands§ | 4,451 |
| Subtotal | 27,152 |
| Total Direct Expenditures | 89,813 |
| Total Indirect Expenditures¶ | 66,462 |
| Grand Total | \$156,275 |

Source: Sea Grant survey

*Based on 47 athletes spending \$83 per day over 7 days

†Based on 43 athletes spending \$83 per day over 1.5 days

‡Based on 47 dependents spending \$69 per day over 7 days

§Based on 43 dependents spending \$69 per day over 1.5 days

¶Based on total direct expenditures x 0.74

brought an average of 1 companion and to have spent \$83 per day over a 7-day period. Their dependents spent \$69 per day over the same period. The other island participants brought 1 companion and spent \$83 per day over an average of 2 days (normally a weekend) on Oahu. Total estimated expenditures for this event amounted to \$53,676 (Table 8).

TABLE 8. WINDWARD TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|------------------------------|----------|
| Race Organization Expenses | \$12,000 |
| Athletes' Living Expenses | |
| Out of state* | \$6,972 |
| Other islands† | 3,320 |
| Subtotal | 10,292 |
| Dependents' Living Expenses | |
| Out of state‡ | 5,796 |
| Other islands§ | 2,760 |
| Subtotal | 8,556 |
| Total Direct Expenditures | 30,848 |
| Total Indirect Expenditures¶ | 22,828 |
| Grand Total | \$53,676 |

Source: Sea Grant survey

*Based on 12 athletes spending \$83 per day over 7 days

†Based on 20 athletes spending \$83 per day over 2 days

‡Based on 12 dependents spending \$69 per day over 7 days

§Based on 20 dependents spending \$69 per day over 2 days

¶Based on total direct expenditures x 0.74

CHIP SALAUN MEMORIAL TRIATHLON

The Chip Salaun Memorial Triathlon is another Team Hawaii event. Held at Kailua Beach Park, it consists of a 0.5-mile swim, a 14-mile bike ride, and a 4-mile run. In 1985, it attracted 280 athletes, including 10 from the mainland and 5 from other islands in the state. Its administrative costs were \$3,500. The mainland athletes and their single dependent had average daily living expenses of \$83 and \$69, respectively over a 7-day period. The other island athletes and their single dependent stayed on Oahu for 2 days. Total estimated expenditures for this triathlon amounted to \$27,248 (Table 9).

TABLE 9. CHIP SALAUN MEMORIAL TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|--------------------------------|-----------------|
| Race Organization Expenditures | \$ 3,500 |
| Athletes' Living Expenses | |
| Out of state* | \$5,810 |
| Other islands† | 830 |
| Subtotal | <u>6,640</u> |
| Dependents' Living Expenses | |
| Out of states‡ | 4,830 |
| Other islands§ | 690 |
| Subtotal | <u>5,520</u> |
| Total Direct Expenditures | <u>15,660</u> |
| Total Indirect Expenditures¶ | <u>11,588</u> |
| Grand Total | <u>\$27,248</u> |

Source: Sea Grant survey

*Based on 10 athletes spending \$83 per day over 7 days

†Based on 5 athletes spending \$83 per day over 2 days

‡Based on 10 dependents spending \$69 per day over 7 days

§Based on 5 dependents spending \$69 per day over 2 days

¶Based on total direct expenditures x 0.74

TEAM HAWAII RELAY

The Team Hawaii Relay has two separate competitions, both of which are held at Kailua Beach Park. One is for individuals and consists of a 0.5-mile swim, a 14-mile bike ride, and a 4-mile run. The other is a relay which consists of a 1.2-mile swim, a 14-mile bike ride, and a 4-mile run. In 1985, the Team Hawaii Relay involved 250 people, of which an estimated 5 were from the other islands. The approximate cost of putting on the event was \$3,500. The 5 participants from the other islands and their single dependent stayed on Oahu for approximately 2 days. Total estimated expenditures for the 1985 Team Hawaii Relay were \$8,735 (Table 10).

TABLE 10. TEAM HAWAII RELAY EXPENDITURES, 1985

| Item | Amount |
|-------------------------------------------|---------|
| Race Organization Expenditures | \$3,500 |
| Other Island Athletes' Living Expenses* | 830 |
| Other Island Dependents' Living Expenses† | 690 |
| Total Direct Expenditures | 5,020 |
| Total Indirect Expenditures‡ | 3,715 |
| Grand Total | \$8,735 |

Source: Sea Grant survey

*Based on 5 athletes spending \$83 per day over 2 days

†Based on 5 dependents spending \$69 per day over 2 days

‡Based on total direct expenditures x 0.74

TEAM HAWAII PRO-AM

The Team Hawaii Pro-Am is the only Team Hawaii triathlon to offer prize money. Held at Kailua Beach Park, it involves a 0.5-mile swim, a 14-mile bike ride, and a 4-mile run. Administrative costs for putting on the event on Oahu in 1985 came to \$7,500. It attracted 140 athletes, including 11 from the mainland and 8 from the other islands. It is assumed by the race organizers that, as in other events, the mainland athletes stayed for 7 days at a rate of \$83 per day, whereas the other island athletes stayed for 2 days at the same daily rate. It was also assumed that each mainland athlete brought 1 dependent and that each dependent spent \$69 per day over 7 days and that each in-state athlete from another island brought 1 dependent who spent \$69 per day over a 2-day period. Total estimated expenditures for this event amounted to \$37,647 (Table 11).

TABLE 11. TEAM HAWAII PRO-AM EXPENDITURES, 1985

| Item | Amount |
|--------------------------------|-----------------|
| Race Organization Expenditures | \$ 7,500 |
| Athletes' Living Expenses | |
| Out of state* | \$6,391 |
| Other islands† | <u>1,328</u> |
| Subtotal | 7,719 |
| Dependents' Living Expenses | |
| Out of states‡ | 5,313 |
| Other islands§ | <u>1,104</u> |
| Subtotal | <u>6,417</u> |
| Total Direct Expenditures | 21,636 |
| Total Indirect Expenditures¶ | <u>16,011</u> |
| Grand Total | <u>\$37,647</u> |

Source: Sea Grant survey

- *Based on 11 athletes spending \$83 per day over 7 days
- †Based on 8 athletes spending \$83 per day over 2 days
- ‡Based on 11 dependents spending \$69 per day over 7 days
- §Based on 8 dependents spending \$69 per day over 2 days
- ¶Based on total direct expenditures x 0.74

WAHINE SPRINT TRIATHLON

The Wahine Sprint Triathlon is a women's race hosted by Team Hawaii. It involves a 0.5-mile swim, a 14-mile bike ride, and a 4-mile run. It is held in September at Kailua Beach Park. In 1985, it attracted 86 participants, 13 of which came from the mainland and 4 from the other islands in the state. It is assumed that each mainland athlete brought 1 dependent and that each dependent spent \$69 per day over 7 days and that each in-state athlete from another island brought 1 dependent who spent \$69 per day over a 2-day period. The administrative costs for putting on the event totaled \$2,000. Total estimated expenditures amounted to \$29,664 (Table 12).

TABLE 12. WAHINE SPRINT TRIATHLON, 1985

| Item | | Amount |
|--------------------------------|---------|----------|
| Race Organization Expenditures | | \$ 2,000 |
| Athletes' Living Expenses | | |
| Out of state* | \$7,553 | |
| Other islands† | 664 | |
| Subtotal | | 8,217 |
| Dependents' Living Expenses | | |
| Out of states‡ | 6,279 | |
| Other islands§ | 552 | |
| Subtotal | | 6,831 |
| Total Direct Expenditures | | 17,048 |
| Total Indirect Expenditures¶ | | 12,664 |
| Grand Total | | \$29,664 |

Source: Sea Grant survey

*Based on 13 athletes spending \$83 per day over 7 days

†Based on 4 athletes spending \$83 per day over 2 days

‡Based on 13 dependents spending \$69 per day over 7 days

§Based on 4 dependents spending \$69 per day over 2 days

¶Based on total direct expenditures x 0.74

BUD LIGHT ORIGINAL HAWAIIAN TRIATHLON

The Bud Light Original Hawaiian Triathlon is now in its second year. It is held on Oahu in February and consists of a 2.4-mile swim, a 112-mile bike ride, and a 26.2-mile run. The race begins at Ala Moana Beach Park and goes around the island of Oahu. In 1985, it attracted 24 athletes, averaging 3 from the mainland and 3 from the other islands. It was assumed that each mainland athlete brought 1 dependent and that each dependent spent \$69 per day over 7 days and that each in-state athlete from another island brought 1 dependent who spent \$69 per day over a 2-day period. The administrative costs of the race were approximately \$1,000. Total estimated expenditures for this event were \$8,881 (Table 13).

TABLE 13. BUD LIGHT ORIGINAL HAWAIIAN TRIATHLON EXPENDITURES, 1985

| Item | Amount |
|--------------------------------|----------------|
| Race Organization Expenditures | \$1,000 |
| Athletes' Living Expenses | |
| Out of state* | \$1,743 |
| Other islands† | 498 |
| Subtotal | <u>2,241</u> |
| Dependents' Living Expenses | |
| Out of states‡ | 1,449 |
| Other islands§ | 414 |
| Subtotal | <u>1,863</u> |
| Total Direct Expenditures | 5,104 |
| Total Indirect Expenditures¶ | <u>3,777</u> |
| Grand Total | <u>\$8,881</u> |

Source: Sea Grant survey

*Based on 3 athletes spending \$83 per day over 7 days

†Based on 3 athletes spending \$83 per day over 2 days

‡Based on 3 dependents spending \$69 per day over 7 days

§Based on 3 dependents spending \$69 per day over 2 days

¶Based on total direct expenditures x 0.74

OCEAN SWIMS

Ocean swimming events have rapidly gained popularity during the last 10 years. In 1976 no more than five such events were in existence; currently, more than a dozen are held. The rise in popularity of such events is due both to an increase in interest in ocean swimming as a sport as well as to their relatively low administrative cost. At present, the Maui Channel Swim and the Waikiki Rough Water Swim are considered to be among the largest ocean swimming events in the world.

The most significant period for ocean swims in Hawaii occurs in the last week of August when the Maui Channel Swim and the Waikiki Rough Water Swim are held. These races, which draw a field of 240 and 1,200 swimmers, respectively, are thought by their promoters to be among the largest ocean swims held in the world. Many of the out-of-state visitors who come to participate

in the Maui swim (which is held first) stay to participate in the Waikiki rough water event.

An estimated 39 teams of 6 swimmers each participate in the Maui Channel Swim. It is estimated that 25 teams come from out of state, 10 teams from the other islands, and 4 teams from Maui. The organizers estimated that the 150 out-of-state participants stayed 7 days in Hawaii and spent \$83 per day and that each brought at least 1 dependent who stayed for the same amount of time and spent \$69 per day. Their expenditures amount to approximately \$159,600. Information from the organizer of the Waikiki Rough Water Swim indicated that 101 people from out of state finished the race in 1985. It is not known how many of them participated in the Maui Channel Swim or how many came exclusively for the Waikiki race. Organizers said that since they only surveyed the finishers, they do not know the full extent of participation by out-of-state athletes.

Other expenditures associated with the 1985 Maui Channel Swim include the following: living expenses of the 10 other island teams at \$83 per person over a 2-day period, or \$9,960; escort boat fee of \$200 per team for all 39 teams, or \$7,800; and entry fees at \$228 per team, or \$8,892. Together, these expenditures amount to \$26,652.

The administrative costs of the Maui Channel Swim were estimated at \$11,000 and those for the Waikiki Rough Water Swim at \$12,000. Total expenditures for both races can be estimated at \$209,252.

Other races of significance include the Nuuanu Y Turkey Swim (\$2,600), the Christmas Looong Distance Rough-H₂O Invitational Swim (\$2,000), the Northshore Challenge (\$1,800), the Makapuu Blue Water Classic (\$1,500), and the Cinco De Mayo Swim (\$1,500). Smaller races include the Hapuna Rough Water Swim (\$100), the Papoia Flat Island Swim (\$700), the Kauai Rough Water Swim (\$250), the Shipwreck Swim (\$100), the Ala Moana Finn Swim (\$150), and the Three Mile Swim (\$100).

Total race organization expenditures on ocean swims were estimated at \$33,800 (Table 14). If this figure is added to those of the Maui Channel Swim and Waikiki Rough Water Swim (minus their race organization expenditures), the total direct expenditures for ocean swims can be estimated at \$220,052. Adding this figure to \$16,284 for indirect expenditures brings the total expenditures for ocean swims in 1985 to \$236,336. This is believed to be a very conservative estimate of total ocean swim expenditures since it does not include the amounts spent by other island participants and does not account for all out-of-state participants.

TABLE 14. SUMMARY OF OCEAN SWIMS IN HAWAII, 1985

| Event | Distance* | Estimated No. of Participants | | Race Organization Expenditures |
|-----------------------------------------------------------------------|-----------|-------------------------------|--------------|--------------------------------|
| | | Total | Out of State | |
| Waikiki Rough Water Swim | 2.4 mi | 1,200 | 120 | \$12,000 |
| Maui Channel Swim | 9 mi | 234 | 150 | 11,000 |
| Nuuanu Y Turkey Swim | 2 k | 250 | 25 | 2,600 |
| Christmas Looong Distance Rough-E ₂ O Invitational Swim | 5 mi | 90 | 10 | 2,000 |
| Northshore Challenge | 2.3 mi | 250 | — | 1,800 |
| Cinco De Mayo Swim | 1 mi | 150 | — | 1,500 |
| Makapu Blue Water Classic | 2 mi | 75 | — | 1,500 |
| Popoia Flat Island Swim | 1.75 mi | 44 | — | 700 |
| Kauai Rough Water Swim | 1.2 mi | 44 | — | 250 |
| Ala Moana Finn Swim | 1,000 m | 99 | — | 150 |
| Hapuna Rough Water Swim | 1 mi | 167 | — | 100 |
| Shipwreck Swim | 3,000 m | 40 | — | 100 |
| Three Mile Swim | 3 m | 25-30 | — | 100 |
| Total | | | | \$33,800 |

Source: Sea Grant survey

*Provided in miles (mi) or meters (m)

Although participation in the races fluctuates between 90 and 1,200 people, competitive swimming appears to be on the upsurge as increasing numbers of people turn to it in order to train for biathlons and triathlons or to avoid injuries associated with running.

BIATHLONS

Biathlons are the oldest and most popular small-scale multisport events in Hawaii. They are smaller, less expensive to put on, and more compact than triathlons. Currently, 9 biathlons are held in Hawaii, 8 of which involve running and swimming. One involves a swim-bicycle race. The oldest is the Magic Island Run Swim Biathlon which was first held 16 years ago. It involves an 800-meter swim and a 2.7-meter run.

Present annual race organization expenditures for biathlons do not exceed \$22,000 (Table 15). Few out-of-state participants come to Hawaii especially for the races, and few come from the other islands.

TABLE 15. SUMMARY OF BIATHLONS IN HAWAII, 1985

| Event | Race Activities* | Swim Distance | No. of Participants | Race Organization Expenditures |
|-----------------------------------|------------------|---------------|---------------------|--------------------------------|
| Tin Biathlon | R/S | 800 m | 500 | \$ 5,000 |
| Christmas Biathlon | R/S | 800 m | 500 | 2,000 |
| Healani Biathlon #1 Summer | — | 900 m | — | — |
| Healani Biathlon #2 | — | 900 m | — | — |
| Geothermalassian | R/S | 100 yd | 394 | 3,700 |
| Splash and Spin | S/B | 1,000 m | 191 | 3,000 |
| Windward Biathlon | R/S | 800 m | 400 | 2,500 |
| His and Her Valentine Biathlon | R/S | 800 m | 200 | 1,600 |
| Magic Island Run Swim Biathlon | R/S | 800 m | 500 | 4,000 |
| Total | | | | \$21,800 |

Source: John Clark

*R = run, S = swim, B = bike

RACE ORGANIZERS' COMMENTS

The organizers of ocean swims and multisport events that involve ocean swimming are generally pleased by the increasing interest in their sports. However, when the organizers of the Ironman Triathlon were interviewed, several expressed concerns related to problems they have been encountering as their sports events grow. Their main concerns were on community relations, ocean water quality, athlete safety, insurance rates, and the state permit system.

A number of organizers stressed the need to improve relations with the communities in which the races are held. This was true of the Ironman event in Kailua-Kona. Race organizers who were interviewed said that they were aware that members of the community had mixed feelings about the event. They said that most people were in favor of the event because of the business it generated in the area. However, they added that they were aware of the perception by some members of the community that participating athletes have been both insensitive and rude. Particularly singled out for complaint were the cyclists who block traffic while training, runners who do not make use of restroom facilities, and athletes who feel that Kona residents should make way for them while they are training for the cycling events on the main highway.

Although organizers stressed that the individuals who act in this manner constitute only a small percentage of all race participants, they conceded that there is a perception from community members that these athletes are representative of the group. Several members of the Kona community who were interviewed said that part of the problem was (1) that many of the athletes feel that they can act differently in Hawaii than they do at home and that the same rules of public discretion and hygiene do not apply to them here and (2) that many are so intensely motivated when training for triathlon-type events that they sometimes are not considerate of other people.

Approaches to solving the problem differ. One race organizer suggested educating the athletes. The Ironman organizers have responded by holding orientation meetings with athletes to inform them about acceptable kinds of behavior in public. Others thought that the differences could be resolved through greater communication among athletes, event directors, and state and county government officials.

All of the communities in which races are held experience problems similar to that of the Ironman. However, the Ironman's large scale makes its impact more noticeable. Organizers pointed out that any large event that causes an alteration in people's normal lifestyle affects them in different ways. Most organizers were aware of the price paid by surrounding communities in terms of inconvenience during the events.

Another concern of the race organizers was the quality of nearshore waters. Part of the attraction of the ocean-related events in Hawaii is its clear and clean waters. However, lack of controls by state water quality officials is believed to have put several events in jeopardy. Specific areas of concern are the waters off Kailua-Kona, Keauhou Bay, and Hanalei Bay. Penalties for dumping sewage into offshore waters are not high, and controls are inconsistent. Organizers were particularly concerned because the cruise ship-related sewage outfall problem off Kailua-Kona was noted by state officials but not acted upon until there was a public outcry. They felt that greater concern should be shown by both state and county officials over the quality of nearshore waters, as it directly affects not only the success of their enterprises but also the health of the entire community.

In addition, concerns were expressed about athlete safety. There were a number of concerns in this area, but the most common was the safety of athletes when practicing the cycling part of the course. Over the past 5 years, as increasing numbers of people have taken up triathlon competition, the number of cyclists on state roads has more than doubled. However, state motorists remain relatively unfamiliar with cycling activities, and the result has been a number of serious injuries and two deaths. This problem is compounded on the Big Island where large numbers of foreign athletes with limited English language skills arrive 2 weeks or more before an event in order to train.

Suggestions for solving the problem include (1) state construction of bike lanes, (2) improved international signage, and (3) a statewide education campaign dealing with bicycling safety.

There was also concern for athlete safety in the water. In Kailua and Keauhou bays, triathlon swimmers sometimes have to dodge boat traffic when they train. Although this is not a problem most of the year because few swimmers train there, problems intensify before the Ironman event when large numbers of athletes begin training. The presence of the swimmers has created a policy problem for the Harbors Division which has no rules specifically regulating swimming in these areas prior to an event. This is largely because at the time the boat ramp areas were designed, large numbers of ocean swimmers were not a consideration and harbor policies did not account for them.

Insurance rates were another area of concern. One race organizer commented that there should be greater monitoring of individual triathlons since, at present, about 13 triathlons are held in the state each year and plans exist for more. The organizer felt that in the smaller races, which are not always adequately funded or organized, participating athletes may find themselves in situations where there are inadequate aid stations, unsafe traffic crossings, and dangerously unsupervised ocean swims. She was concerned that if an athlete were killed or seriously injured in one of these events, it would reflect on all of the other races and could cause an increase in insurance rates, making the running of future events more difficult. Other organizers concurred with her assessment, but they were divided as to how the monitoring should take place.

In addition, the rise in liability insurance rates has made the holding of low-budget amateur events increasingly expensive. As a result, several race organizers indicated that they are uncertain as to whether their particular events would be held again.

Still another concern was the state permit system. The organizers of the triathlons said in almost every case that they were pleased with the cooperation they had received from state and county officials. However, they experienced difficulties because rules for running events fluctuate widely among agencies. Furthermore, approval for some events take a long time. Because of this, several organizers almost had to cancel their event and return money to their sponsors and the athletes.

An important concern of race organizers of the larger events was the actions by the State Film Office -- actions which the race organizers considered arbitrary and counterproductive. The larger events depend on media coverage for the sponsorship necessary to help pay for their expenses. It is believed that the Film Office's role in charging what one television network executive described as unwarranted and unnecessary fees threatens the sponsorship of these events.

Several of the triathlon organizers indicated their desire to work more closely with private and public agencies, even if they lacked the necessary knowledge or contacts to do so. In particular, they felt it would be important to have greater interaction with the Hawaii Visitors Bureau, which they believe has consistently ignored their efforts in its marketing campaigns. Furthermore, they said that, despite their large size, they sometimes find themselves having to continually justify the existence of their events to state officials. Several suggested that some kind of state sports liaison office be established to keep them informed of upcoming legislation and agency regulations that affect them.

CONCLUSIONS AND RECOMMENDATIONS

Each year, ocean swimming events generate millions of dollars in Hawaii state revenues. In 1985, the expenditures related to 13 triathlons (see Appendix B), 13 ocean swims, and 9 biathlons amounted to over \$9.5 million. This is a lower-bound estimate of total expenditures since it only accounts for those monies spent by race organizations, visiting athletes and their dependents, and in the case of larger events, media representatives.

The ocean swimming events generate their own publicity and go a long way toward diversifying the demographics of the Hawaii visitor industry. Each year hundreds of visitors arrive in Hawaii from all over the world to participate in or watch these events. The kinds of tourists attracted have higher-than-average incomes and have interests different from other tourists. Those who participate in the events prefer exercise to sight-seeing and seek out Hawaii for its mild climate and favorable sports training conditions.

The popularity of Hawaii as a training and competitive center has brought into focus the need to more carefully safeguard the nearshore areas where the athletes swim and compete. Many of the athletes come to Hawaii for what they perceive to be clean air and water. If through lack of regulation and enforcement ocean areas become polluted, it will diminish Hawaii's attractiveness as a destination for these visitors.

Promoters of the swimming events have asked state and county officials to construct sports training centers for the athletes. Although some argue that it is not the government's responsibility to provide such facilities for a sport with a currently limited appeal, these requests for facilities are no different than those of promoters for yacht racing or other events.

Although these events have done much to increase state revenues, the social costs associated with them cannot be overlooked. Each of the larger events involves the congregating of

large numbers of people in the communities in which they are held. This has not only affected the lifestyle of the people, but has also resulted in a strain on available public facilities and roads, among other things, during the period of the events.

At present, triathlons and ocean swimming events have developed without substantial monetary assistance from state and county governments. However, there is much the state could do to assist sports promoters in putting on their events. Help is needed to publicize events internationally and to facilitate the permit approval process. Multisport competitions benefit the state without requiring any substantial investment. They should be assisted and nurtured.

APPENDICES

APPENDIX A. SEA GRANT SURVEY

Name of Event: _____

No. of Participants: _____

No. of Spectators, etc. : _____

Prizes

Cash: _____

Trophies: _____

Goods: _____

Costs

Insurance: _____

Security: _____

Food/Water: _____

Sanitation: _____

Prizes: _____

Setup: _____

Personnel: _____

Transportation: _____

Electricity: _____

Promotion: _____

Permits: _____

TOTAL COST: _____

Revenue Sponsors

Entry fees: _____

Spectators: _____

Liquor: _____

T-shirts: _____

Estimated Profit or Loss:

What peripheral business is brought into the state through the races?

Each boat has a value of: _____

Average crew: _____

No. of people who come to see the crew: _____

Average length of stay of dependents: _____

Boat Revenue Sources

Engine repair average per boat: _____

Sail repair average per boat: _____

Provisions: _____

Fuel: _____

Recommendations to make job of promoters easier for state, county, and city officials

APPENDIX B. SUMMARY OF TRIATHLONS IN HAWAII, 1985

| Event | Island | No. of Events Held | Swim Distance* | No. of Athletes | | | | No. of Dependents | | No. of Press | Total Expenditures |
|------------------------------------------------|--------|--------------------|----------------|-----------------|-----|-------|-------|-------------------|-------|--------------|--------------------|
| | | | | OS | OI | HI | Total | Per Athlete | Total | | |
| Bud Light Ironman Triathlon World Championship | Hawaii | 9 | 2.4 mi | 925 | 62 | 37 | 1,024 | 2.06 | 1,715 | 600 | \$7,532,817 |
| Kauai Loves You Triathlon | Kauai | 3 | 1.5 mi | 184 | 84 | 32 | 300 | 2 | 452 | 10 | 1,113,308 |
| Tirman Triathlon | Oahu | 8 | 800 m | 47 | 43 | 1,157 | 1,200 | 1 | 90 | — | 156,275 |
| Ultraman Triathlon | Hawaii | 3 | 6.0 mi | 20 | 10 | 5 | 35 | 2.5 | 75 | — | 124,680 |
| Kaunohou-Kona Triathlon | Hawaii | 4 | 1.2 mi | 15 | 140 | 125 | 280 | 1 | 155 | — | 95,491 |
| Valley Isle Triathlon | Maui | 3 | 1.2 mi | 9 | 118 | 37 | 164 | 1 | 127 | — | 69,739 |
| Windward Triathlon | Oahu | 4 | 1.0 mi | 12 | 20 | 218 | 250 | 1 | 32 | — | 53,676 |
| Team Hawaii Pro-Am | Oahu | 1 | .5 mi | 11 | 8 | 121 | 140 | 1 | 19 | — | 37,647 |
| Wahine Sprint Triathlon | Oahu | 1 | .5 mi | 13 | 4 | 70 | 86 | 1 | 17 | — | 29,664 |
| Chip Salaun Memorial Triathlon | Oahu | 1 | .5 mi | 10 | 5 | 265 | 280 | 1 | 15 | — | 27,248 |
| Bud Light Original Hawaii Triathlon | Oahu | 2 | 2.4 mi | 3 | 3 | 18 | 24 | 1 | 6 | — | 8,881 |
| Team Hawaii Relay | Oahu | 1 | 1.2 mi | 0 | 5 | 245 | 250 | 1 | 5 | — | 8,735 |
| Ironkids Triathlon | Oahu | 1 | 100 m 200 m | — | 100 | — | — | — | — | — | 6,090 |
| Total | | | | | | | | | | | \$9,264,251 |

Source: Sea Grant survey

*Provided in miles (mi) or meters (m)

†OS = Out of State; OI = Other Island; HI = Home Island

