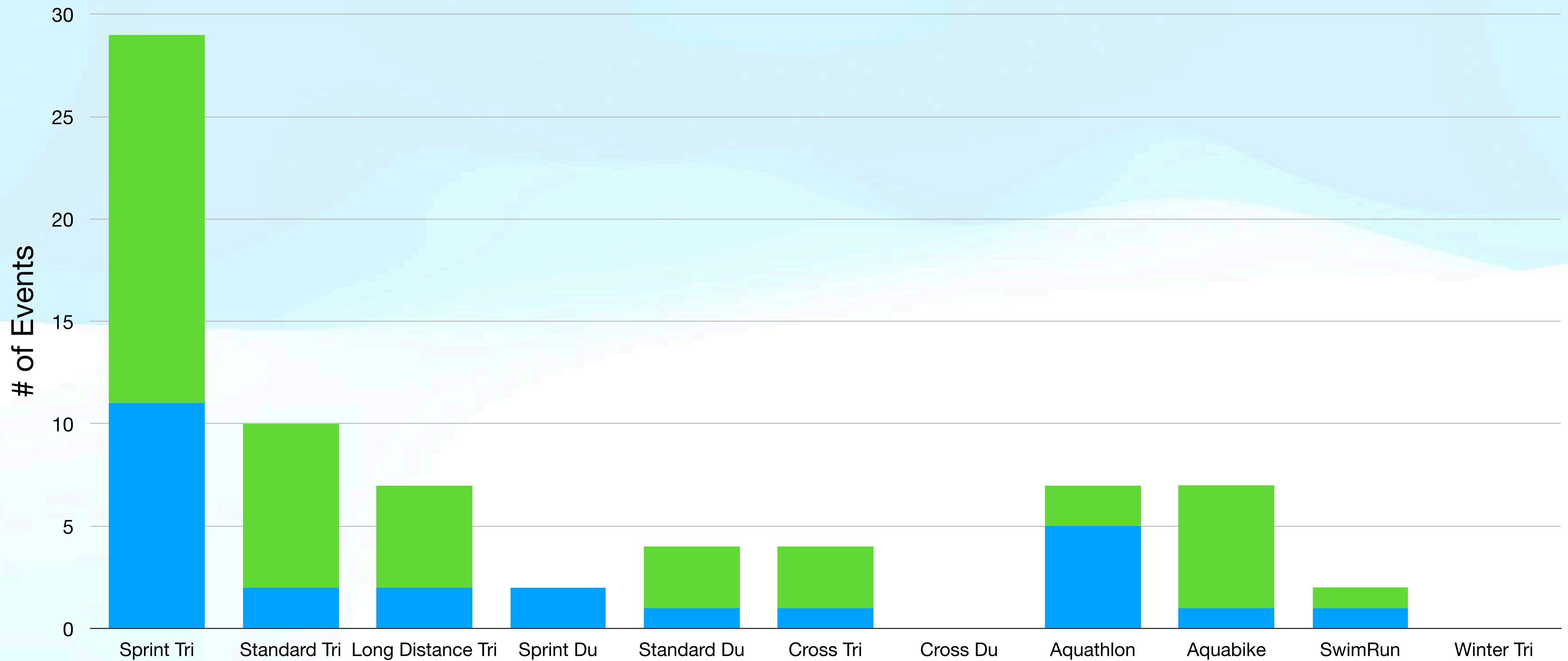


# **Beyond Sprint, Standard, and Long Distance Triathlon**

**Alberta / B.C. Race Directors Workshop  
November 19, 2022**

**Jason Britton**

## 2022 Sanctioned Events in Alberta and B.C.



# General Industry Trends

## Example: Running

- Trending away from standard 5k, 10k, 10 mi, 21km, 42km
- No longer enough to attach yourself to a charity
- Now seeing: Gorilla or zombie run, glow, paint, foam, and bubble races, mud or dark Runs
- Huge growth in trail running and ultra-endurance running



# Observation

**The population is constantly looking for fun and new challenges. Triathlon was once the only game in town. Now we compete in a saturated market against obstacle racing, tough mudders, eco-challenges, and city chases.**

# Observation

**Proliferation of Strava and other GPS Apps timed with the Covid isolation has made solo challenges, FKT's, Everesting, etc. more enticing, frequent, and accessible.**

## Recent Innovations in (and around) triathlon

- Superleague style super-sprints, and mixed order triathlons
- Heats and finals events
- Relays
- Arena Triathlon
- SwimRun



# Challenges

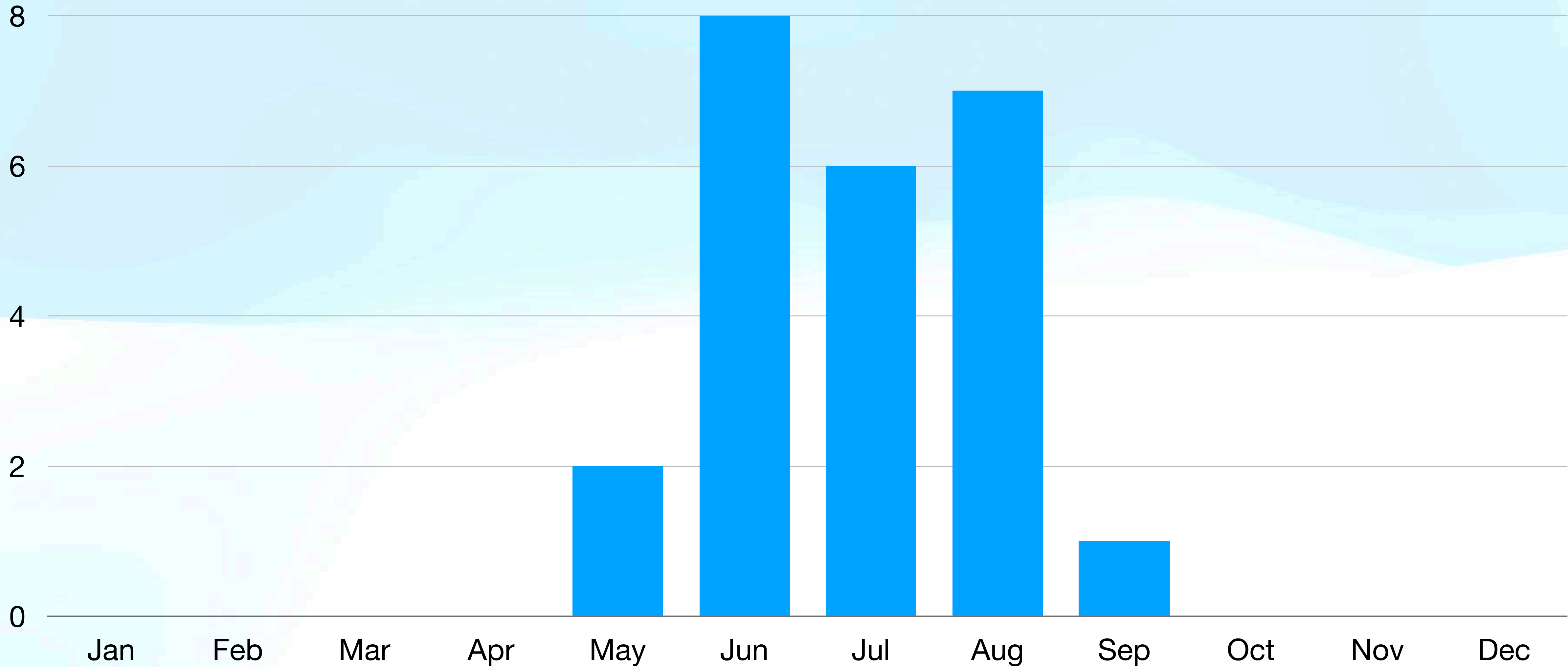
- Rising costs of permits and road closures
- Difficulty in finding volunteers
- Weather in Canada creates a short race season with lots of competition



# Opportunities / Solutions

- Lower profile events such as super sprints, aquathlons, and lapped courses require less road closures and are more spectator friendly (spectators breed new interest!)
- Often easy to diversify your already existing events by adding aquabike, duathlon, aquathlon options without increased profile or duration
- Avoid road closures altogether with off road events- cross triathlon and duathlon, aquathlon, SwimRun
- Relays add a team/social element
- Medium sized communities that have a big enough volunteer pool and adequate accommodations are looking to bring people into their towns

# Seasonality in 2022 Sanctioned Events (Alberta)



# Combatting Seasonality

- Smart trainers and smart treadmills combined with Zwift etc. make indoor races fun and possible
- Aquathlons are quite easy to put on indoors in the winter months. Most multiplexes contain a pool and an indoor track.
- Winter triathlon including skating, snowshoeing, skiing, fat biking, running, etc. can keep our clientele engaged year around



**Thanks for listening!**