

## **FOR IMMEDIATE RELEASE**

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For more information, please contact Lauren Turcotte, Marketing & Communications Coordinator at 207-623-4559. Photo credits for attached photos go to Dave Dostie with his permission.

### **Kennebec Valley Chamber's Partnership with IRONMAN 70.3 MAINE brings \$12 Million Economic Boost in Three Years**

The Kennebec Valley Chamber of Commerce is thrilled to announce the remarkable economic impact that IRONMAN 70.3 MAINE has had on the region over the past three years, with the event bringing \$11,785,672 into the local economy. Since the Chamber first partnered with IRONMAN 70.3, Augusta and the surrounding communities have welcomed 14,739 visitors from 26 countries and 49 states, reinforcing the Kennebec Valley's status as a top-tier destination in Maine.

Nearly 98% of participants traveled from outside Kennebec County, making this event a major driver of tourism and business for the area. Furthermore, 38.5% of all competitors were first-time IRONMAN 70.3 participants, choosing Augusta as the location for their debut—a powerful testament to the appeal of the city as a travel destination.

Athletes typically traveled with 2-3 supporters and spent an average of three nights in the region, resulting in a significant economic boost for local hotels, restaurants, and other small businesses. The 2024 event also set a new milestone, recording the fastest swim time of any IRONMAN 70.3 Pro event this year, further establishing Augusta's prominence in the triathlon world.

Looking ahead, the Kennebec Valley Chamber of Commerce is excited to extend its partnership with IRONMAN through 2027. "Our partnership with IRONMAN has been a tremendous success, contributing not only to the economic growth of our region but also in showcasing the Kennebec Valley as an ideal place for world-class events," said Katie Doherty, President & CEO of the Kennebec Valley Chamber. "We look forward to continuing this momentum in the years to come."

The Chamber's mission is rooted in enhancing the quality of life for residents and visitors by strengthening the regional economy through key functions such as legislative support, community events, educational seminars, economic development, and business networking opportunities. Through initiatives like IRONMAN 70.3 MAINE, the Kennebec

Valley Chamber of Commerce remains committed to fostering the long-term growth and vitality of the region.

**About Kennebec Valley Chamber of Commerce**

The Kennebec Valley Chamber of Commerce is dedicated to fostering economic growth and community development in the Kennebec Valley region. Through initiatives like IRONMAN 70.3 MAINE, the Chamber enhances the quality of life by supporting businesses, creating networking opportunities, and promoting the area as a dynamic place to live, work, and play.