



## Inaugural IRONMAN® 70.3® Pennsylvania Happy Valley triathlon generates more than \$4 million for local economy

**State College, PA, Monday, Oct. 9** – “Economic success” can now be added to the list of descriptions for the inaugural IRONMAN® 70.3® Pennsylvania Happy Valley triathlon.

The Happy Valley Sports & Entertainment Alliance (HVSEA) today reported that the event generated more than \$4.4 million for the local economy, resulting in an estimated 7,170 room nights over the course of the three to four nights of the July 2 competition.

The HVSEA used the Destinations International *Event Impact Calculator* to derive the data. More than 300 destination organizations worldwide use the calculator, which is considered the global standard for measuring net new money coming to a community because of meetings and events.

The \$4.4 million included more than \$3.09 million in direct benefits (spending by visitors), and approximately \$1.35 million in indirect/induced benefits (business to business spending). The triathlon supported more than 1,680 jobs, which translates to 35 full-time equivalent employees.

“As a first-year host, we are very pleased that the community and participants deemed the competition a success,” said HVSEA Executive Director Eric Engelbarts, noting that the triathlon received a 92/100 ranking from participants, one of the highest scores for a new IRONMAN 70.3 event. “Now we can point to the measurable direct and indirect benefits to our local economy.”

Engelbarts said the HVSEA is pleased with the results, while stressing there is opportunity for growth.

“We are excited to welcome back thousands of athletes and their families in 2024,” said Dave Christen, Regional Director for The IRONMAN Group. “We know our athletes are eager to come experience this unique race experience and enjoy everything that Happy Valley has to offer.”

In addition, Christen said the IRONMAN Local Partner program, which promotes special business offers to athletes, their families, and race volunteers, will expand in 2024.

Registration for the 2024 IRONMAN® 70.3® Pennsylvania Happy Valley triathlon opened Aug. 30, and already more than 300 athletes are registered for the June 30 event.

“Excitement is building. Athletes want to compete in Happy Valley,” Christen said. “Our team at IRONMAN and the Sports & Entertainment Alliance are working with community partners to present an even bigger and better event next year.”

Course information, and athlete and volunteer registration is [available here](#).

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#### **About the HVSEA**

The mission of the Happy Valley Sports & Entertainment Alliance is to drive Happy Valley’s overall sports and entertainment strategy, enrich the quality of life, create economic impact, and raise the visibility of the region. For more information, visit [www.HVSEA.com](http://www.HVSEA.com)