

World Triathlon

Going forward: Athletes'
services— BTF case study

STARTING SOON....



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Going forward: Athletes'
services— BTF case study



General



- World Triathlon COVID-19 Prevention guidelines for EO (March 2021 version/ EN-ESP) and Media (August 2020 version/ EN)

<https://education.triathlon.org/mod/page/view.php?id=6145>

- Medical Task Force among endurance sports' Ifs – Paper was published at BJSM - idom.worldathletics.org
- Instructions on the implementation of the guidelines through our development webinars.
- Best practices sharing Platform – Creating common standards among World Triathlon events.



What has to be in place in 2021... (01)



- WHO Risk assessment <https://www.triathlon.org/about/downloads/category/medical>
- Online risk-assessment tool for endurance event organisers
- Concept Paper available on the event's website along with complete medical protocols/plans – draft available
- COVID-19 information on the athletes' guide and the event's website– draft available
- Appointment of event's COVID officer and COVID Management Committee
- Risk communication plans in place
- Contingency plan in place in case of travel restrictions affecting the TD/ATD



What has to be in place in 2021.... (02)

Categories	Pre-event questionnaire	COVID-19 test before traveling	Medical certificate	COVID-19 test at event	Daily health screening
Elite athletes	yes	yes	yes	yes	yes
U23 athletes	yes	yes	yes	yes	yes
Junior athletes	yes	yes	yes	Follow public health request	yes
Youth athletes	yes	yes	yes	Follow public health request	yes
Para triathlon athletes/ personal handlers/ guides	yes	yes	yes for athletes/guides	yes	yes
AG athletes	yes	yes	Follow public health request	Follow public health request	yes
Coaches/team medical/ support NF personnel	yes	yes	Follow public health request	yes	yes
TDs /ITOs/NTOs	yes	yes	Follow public health request	Follow public health request	yes
IF Staff	yes	yes	Follow public health request	Follow public health request	yes
LOC/ Contractors	Follow public health request	Follow public health request	Follow public health request	Follow public health request	yes
Para triathlon swim exit assistants	yes	Follow public health request	Follow public health request	yes	yes



International Endurance Sport Athlete Motivations During Covid-19

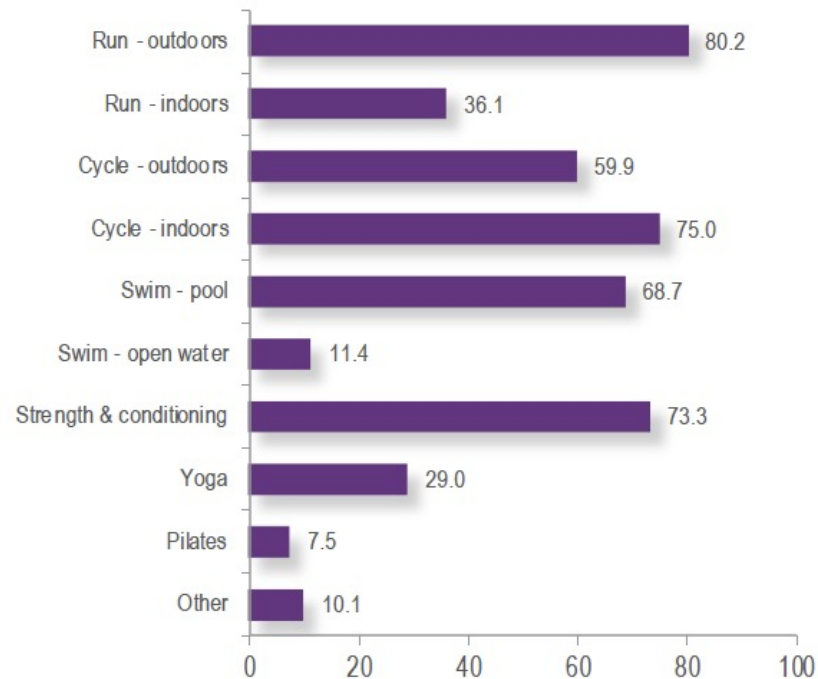
Evidence & insights to help understand the consumer

Report prepared by MultiSport Research – February 18th, 2021

Analysis: usual activities vs current lockdown activities

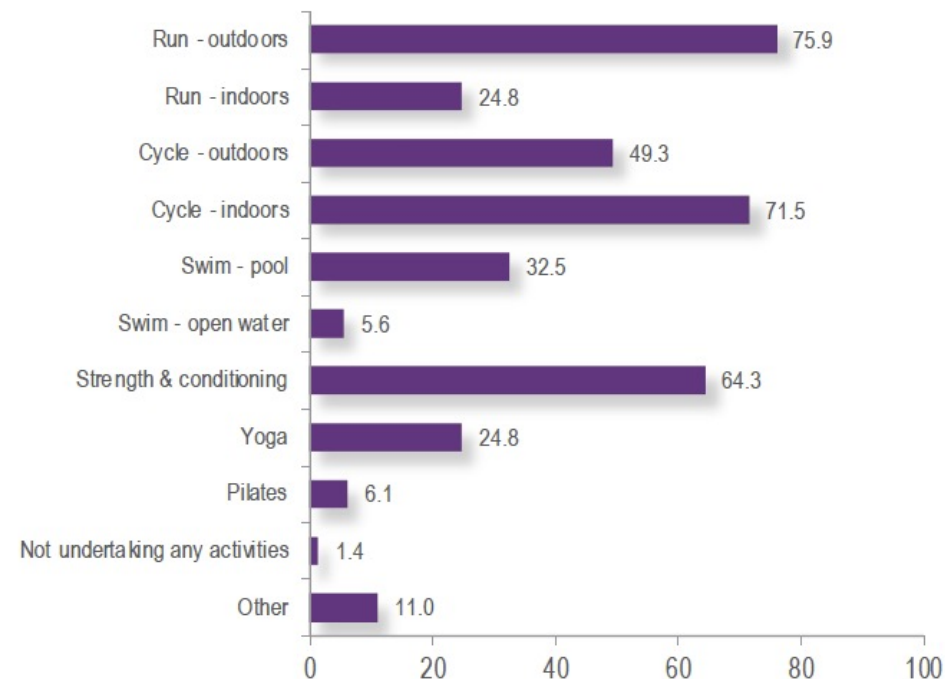
International Endurance Sport Athlete Motivations Study

Activities usually undertake at this time of year, in non-Covid-19 situation (%)



The majority of international athlete respondents (n = 2616) usually run outdoors, in a non-Coronavirus situation. When segmenting by athlete groups, 96% who identify as runners run outdoors, the majority of cyclists typically cycle outdoors, and over 90% of swimmers & triathletes usually undertake pool swimming.

Current activities with Covid-19 social distancing / lockdown in place (%)

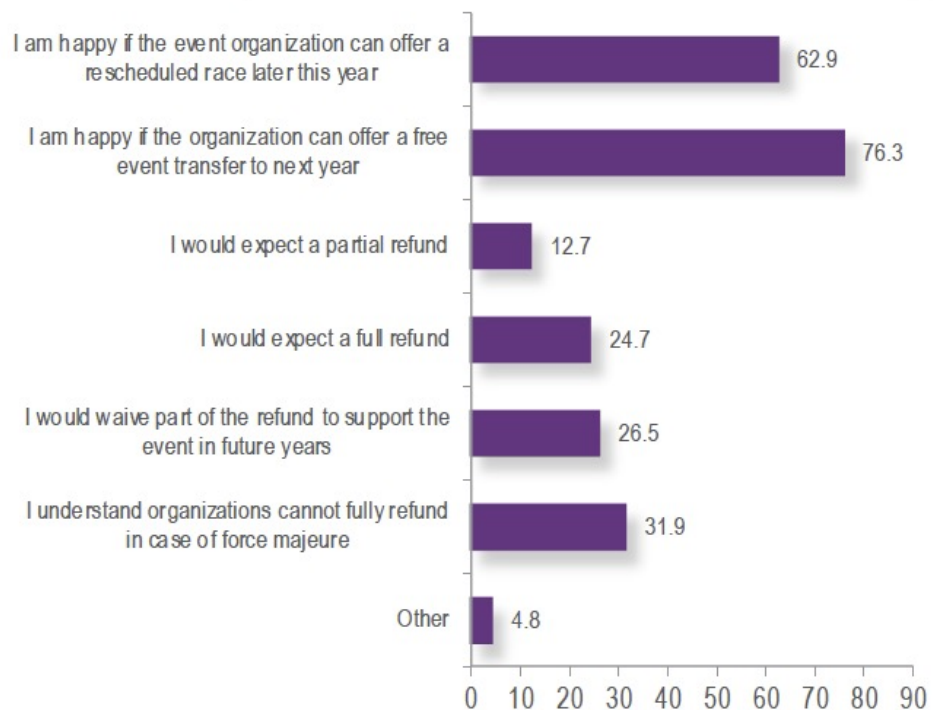


For endurance athletes social distancing in Jan 2021, there has been a slight drop in outdoor activities compared to usual. Athletes have shifted to other areas, such as walking and home exercising. With gym closures, indoor activities have not spiked. Although, segmenting by groups, cyclists & triathletes have stuck with indoor cycling.

Analysis: race cancellations, & when expect to race again

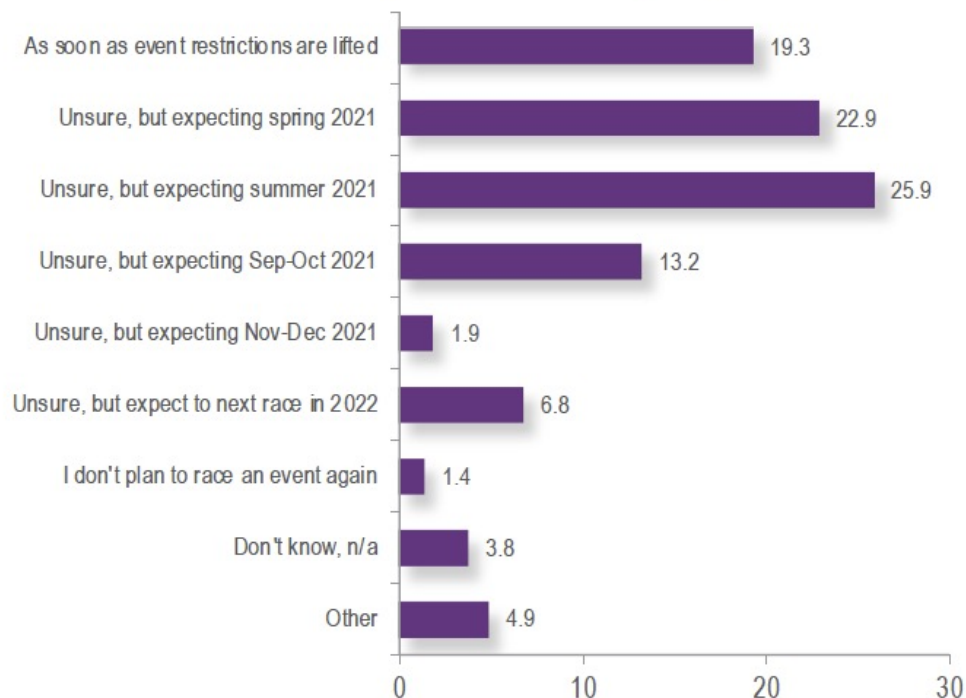
International Endurance Sport Athlete Motivations Study

Preferred options if event in 2021 is forced to cancel due to Covid-19 (%)



Where events are forced to cancel, respondents were asked to flag their preferred cancellation options. A free event transfer to next year again came out on top, followed by a rescheduled race later this year. A relatively low 25% stated that they would expect a full refund (25% in Jun 2020; 24% in Apr 2020).

When expect to race an event again (%)



In terms of when athletes expect to race again, there is still uncertainty. Yet, expectations around summer 2021 racing are apparent. 83% expect to race this year. 68% expect to race by spring/summer 2021. This compares with 5% in Jun 2020, who expected to race last summer (14% in Apr 2020).

Analysis: attitudes to a safe return to racing

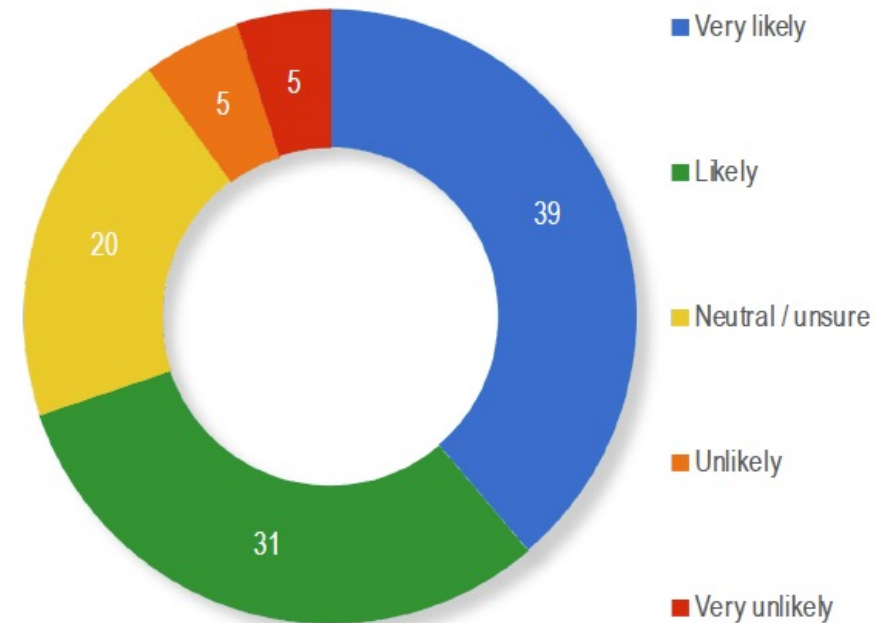
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What can mass participation events do in future to help you feel safe? (%)



A newly introduced survey question in June 2020 asked athletes about key areas that would help them feel safe. In Jan 2021, staggered race starts, aid station hygiene and reduced athlete contact appear to resonate most. Smaller athlete fields but higher entry fees for a similar event experience do not, though, score highly among respondents.

How likely to enter time-trial format endurance events (%)

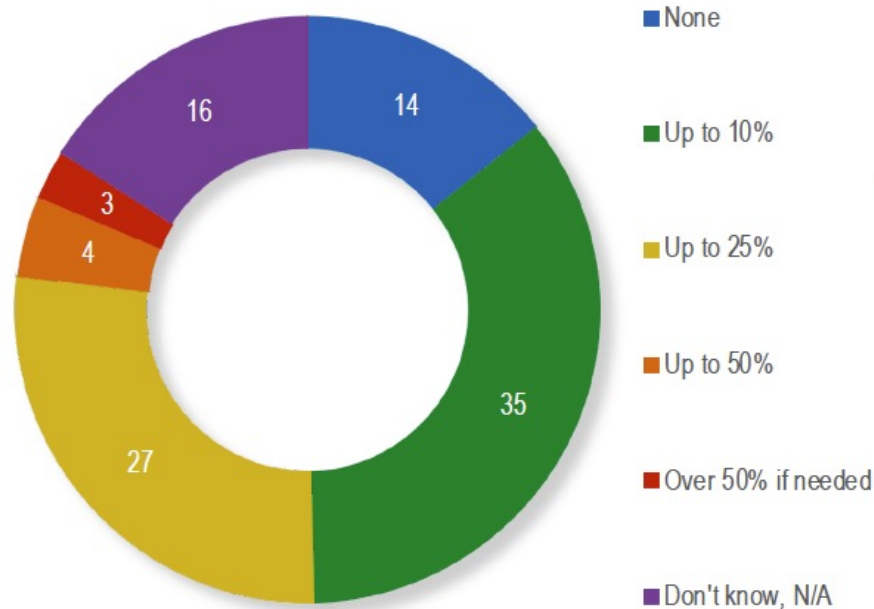


Another new survey question introduced in Jun 2020 noted that endurance events are likely to return initially in a time-trial format, i.e. with a staggered race start and with additional safety measures across the event. A notable 70% of respondents state that they are 'very likely' or 'likely' to enter such events (62% in Jun 2020).

Analysis: increased entry fees & race travel distances

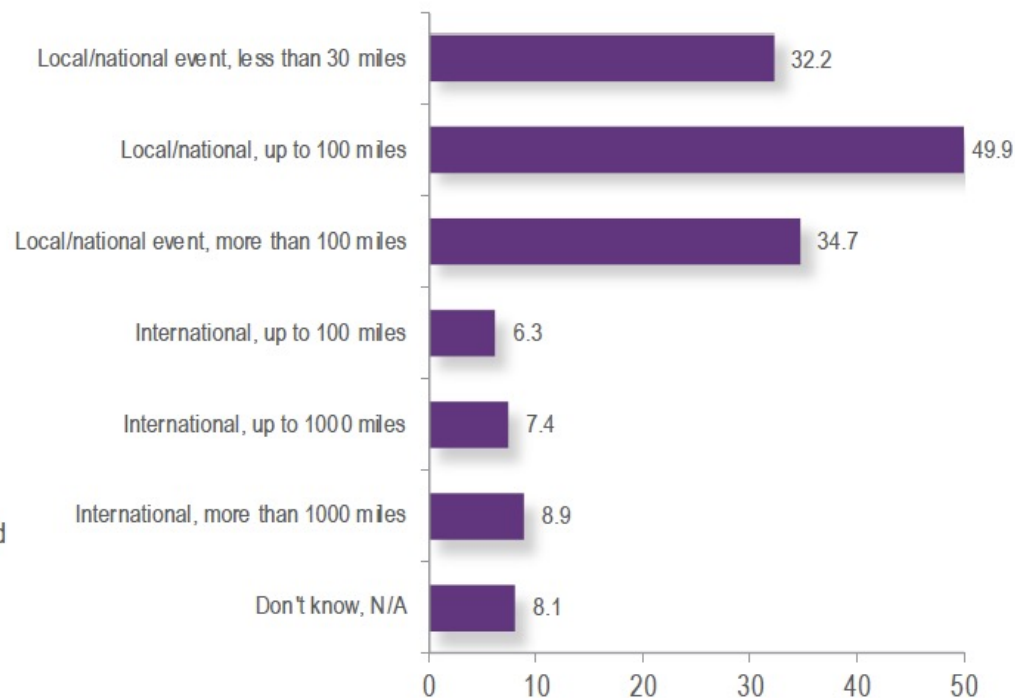
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What increase in entry fees from 2020 prices would you be willing to tolerate? (%)



Athletes were asked about event price rises – with reduced event capacities likely and event organizers needing to ensure that events are viable. 70% of athletes would be willing to tolerate some form of price rise (68% in June). Respondents are more comfortable with 'up to 10%' and 'up to 25%' increases.

How far would you be willing to travel to your next endurance event? (%)

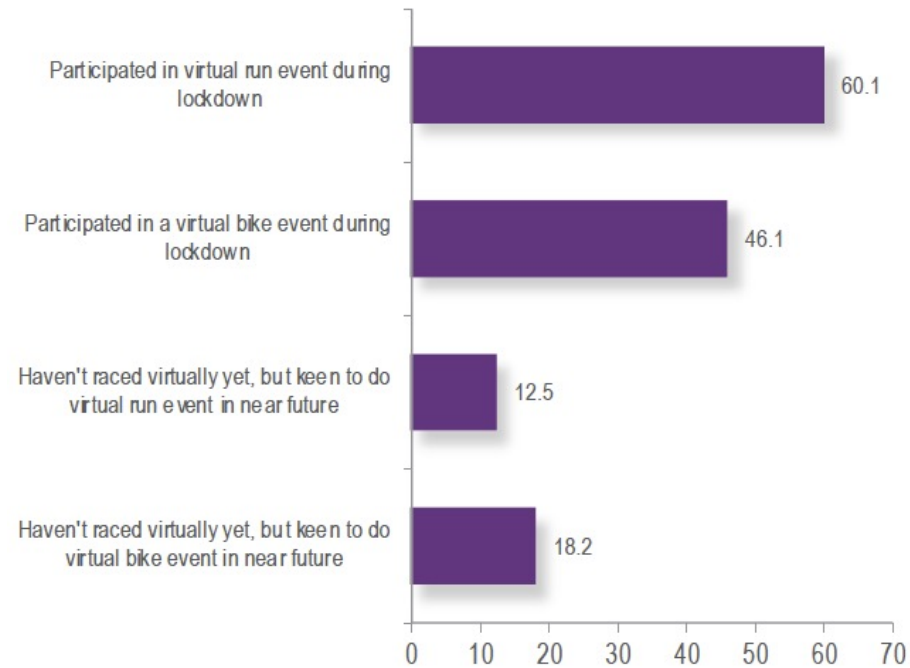


Turning to the distances that athletes would be willing to travel to their next endurance event (with additional safety & distancing measures in place), respondents indicated that national events are much more preferred than international event travel.

Analysis: virtual racing

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Virtual racing, in light of Covid-19 (%)



Attitudes to virtual racing were generally mixed in the April 2020 survey; there was an element of neutrality or disinterest. More recently, in the June 2020 survey and now in Jan 2021, virtual run events and bike events appear to have resonated.

Thank you

