

World Triathlon

De cara al future: Servicios a los atletas. El modelo mejicano.

EMPEZAREMOS EN BREVE



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De cara al future: Servicios a los atletas. El modelo mejicano.

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General



- Lineas de trabajo en la organizacion de las competiciones para la prevención frente al COVID 19 (Marzo 2021 version/ EN-ESP) y para la prensa (Agosto 2020 version/ EN)

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

- Grupo de trabajo de distintas federaciones internacionales de deportes de resistencia. Conclusiones publicadas en BJSM - idom.worldathletics.org
- Instrucciones para la puesta en marcha de esas lineas de trabajo a través de estos seminaries de Desarrollo.

- Plataforma compartida con ejemplos de buenas practicas que sirve para crear elementos y conductas similares en las distintas competiciones de World Triathlon.



Para poner en práctica en 2021... (01)

- Evaluación de riesgos. OMS.
<https://www.triathlon.org/about/downloads/category/medical>
- Herramienta online para la evaluación de riesgos por parte de los organizadores.
- Documento de actuación frente al COVID (concept paper) disponible en la web de la competición junto a todos los planes y protocolos medicos. Borrador disponible.
- La información acerca del COVID-19 será incluida en la guía de atletas. Borrador disponible.
- Nombramiento de un responsable de COVID y un comité de gestión del COVID
- Plan de Comunicación de riesgos.
- Planes de contingencia frente a restricciones que afecten al TD o ATD

Para poner en práctica en 2021...(02)



Grupo	Cuestionario	Tests antes del viaje	Certificado médico	Test pre competición	Control diario
Elite y U23	Si	Si	Si	Si	Si
Junior	Si	Si	Si	Según regulación local	Si
Youth	Si	Si	Si	Según regulación local	Si
Paras, guías y handlers	Si	Si	Si para atletas y guías.	Si	Si
Grupos de edad	Si	Si	Según regulación local	Según regulación local	Si
Entrenadores Medicos Apoyo	Si	Si	Según regulación local	Si	Si
Oficiales	Si	Si	Según regulación local	Según regulación local	Si
TRI staff	Si	Si	Según regulación local	Según regulación local	Si
LOCs	Según regulación local	Según regulación local	Según regulación local	Según regulación local	Si
Asistentes salida del agua	Si	Según regulación local	Según regulación local	Si	Si



International Endurance Sport Athlete Motivations During Covid-19

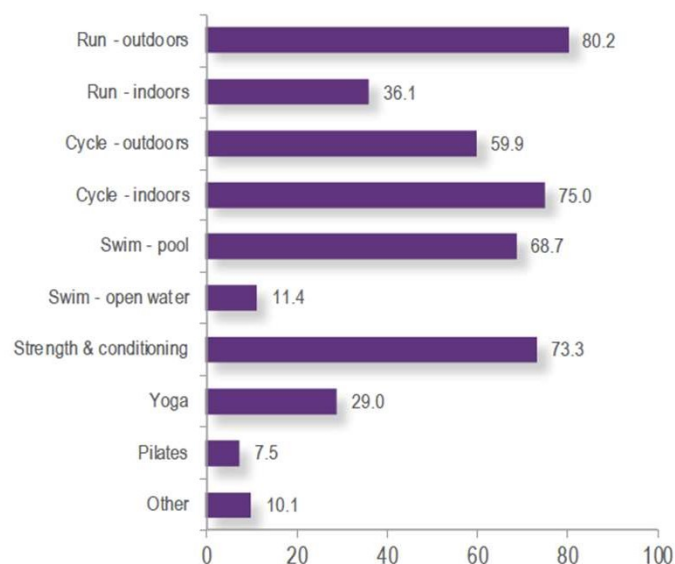
Evidence & insights to help understand the consumer

Report prepared by MultiSport Research – February 18th, 2021

Analysis: usual activities vs current lockdown activities

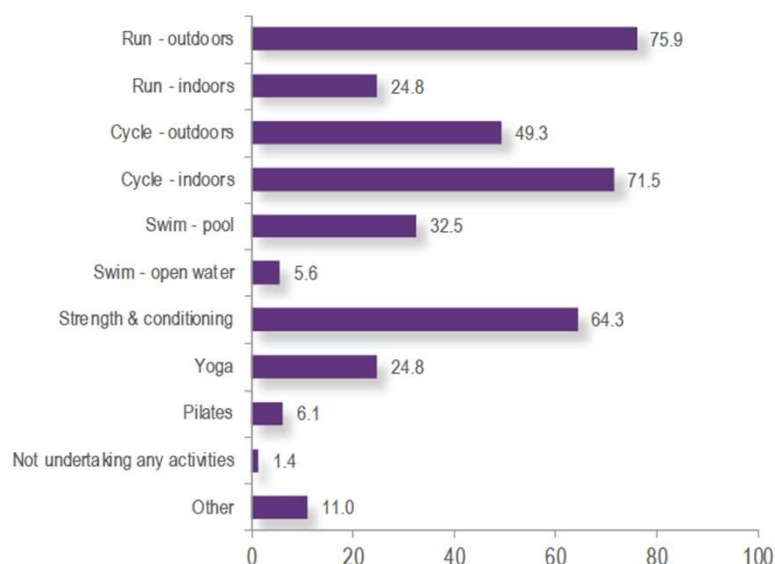
International Endurance Sport Athlete Motivations Study

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.

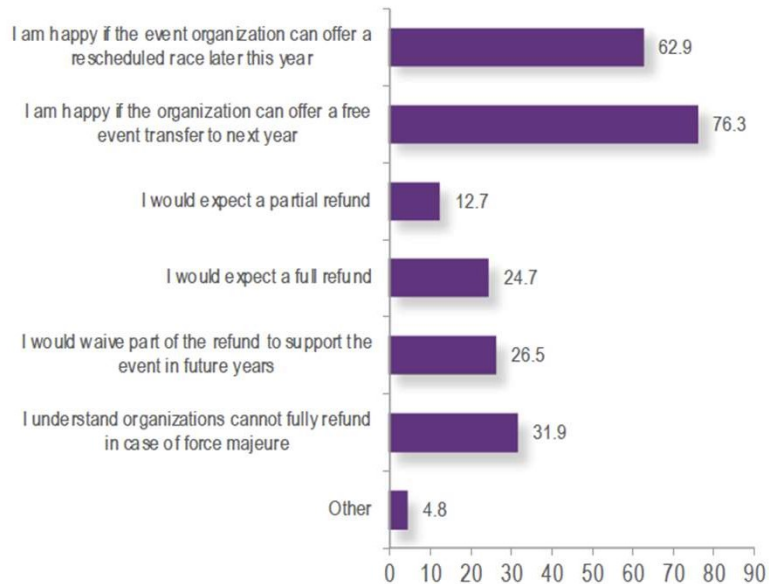
Current activities with Covid-19 social distancing / lockdown in place (%)



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.

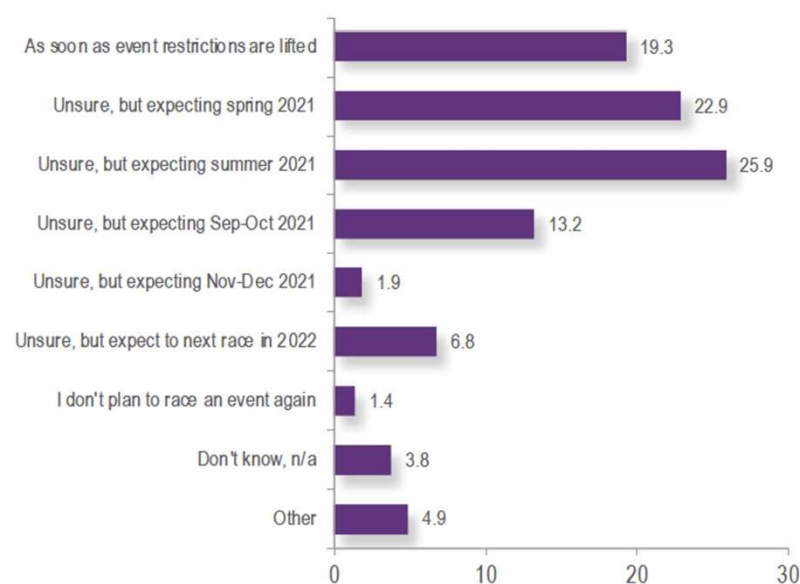
Analysis: race cancellations, & when expect to race again International Endurance Sport Athlete Motivations Study

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 (%)

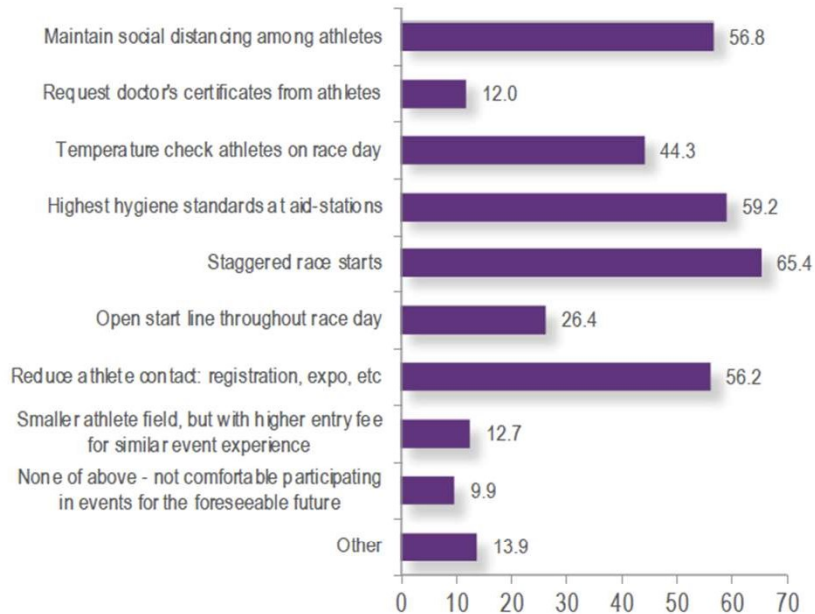


In terms of when athletes expect to race again, there is still uncertainty. Yet, expectations around summer 2021 racing are apparent. 83% expect to race this year. 68% expect to race by spring/summer 2021. This compares with 5% in Jun 2020, who expected to race last summer (14% in Apr 2020).

Analysis: attitudes to a safe return to racing

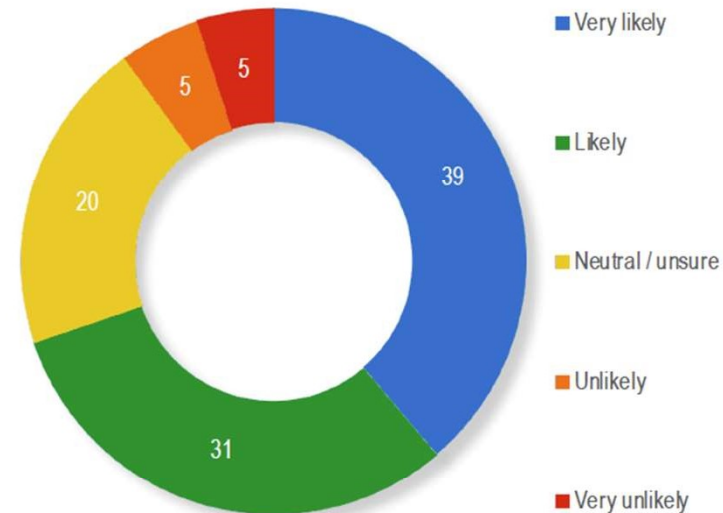
International Endurance Sport Athlete Motivations Study

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 (%)

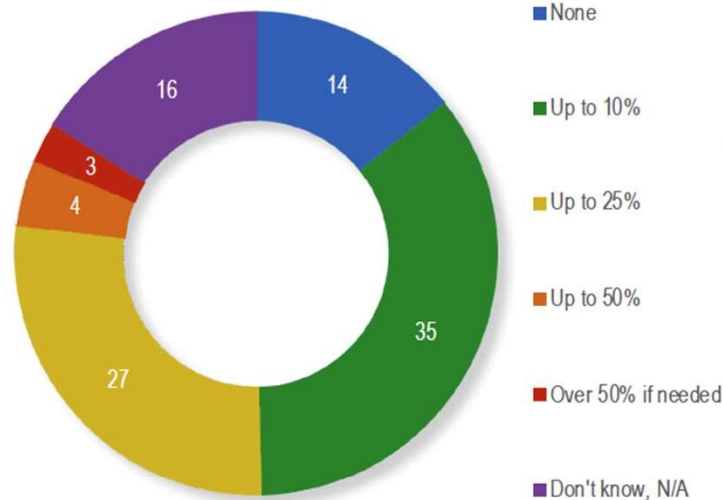


Another new survey question introduced in Jun 2020 noted that endurance events are likely to return initially in a time-trial format, i.e. with a staggered race start and with additional safety measures across the event. A notable 70% of respondents state that they are 'very likely' or 'likely' to enter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

Analysis: increased entry fees & race travel distances

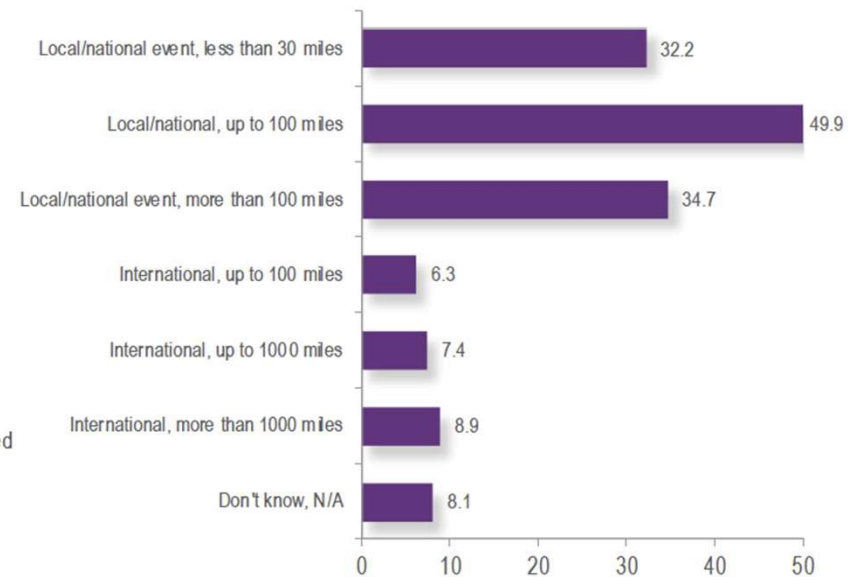
International Endurance Sport Athlete Motivations Study

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? (%)

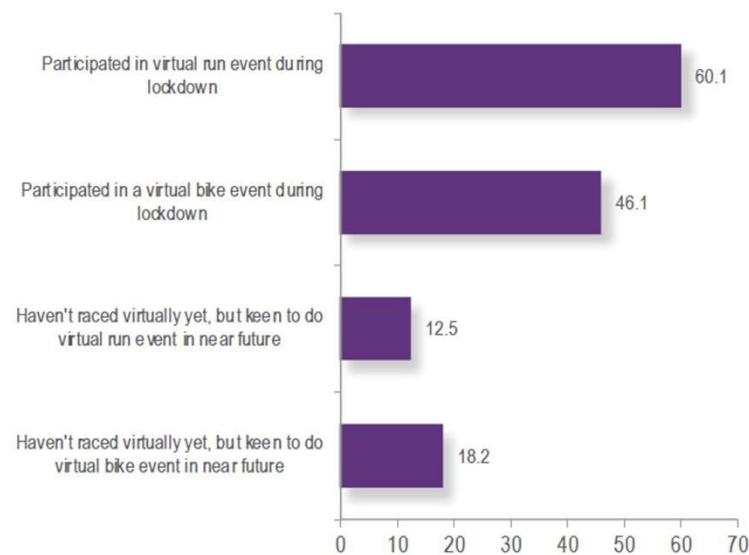


Turning to the distances that athletes would be willing to travel to their next endurance event (with additional safety & distancing measures in place), respondents indicated that national events are much more preferred than international event travel.

Analysis: virtual racing

International Endurance Sport Athlete Motivations Study

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.

Muchas gracias

