

**WRITTEN QUESTION TO THE  
MINISTER FOR ECONOMIC DEVELOPMENT, TOURISM, SPORT AND CULTURE  
BY DEPUTY R.J. WARD OF ST. HELIER  
ANSWER TO BE TABLED ON TUESDAY 9th OCTOBER 2018**

**Question**

Given the investment of States funds to bring the triathlon series to Jersey, what is the estimated return to States funds from the event, if any; and how was this estimate calculated?

**Answer**

The strategic objectives of securing the event are: to create a Jersey wide legacy of sport and health through mass participation leading to increased ongoing participation in sport; to increase visitor numbers to Jersey; and to provide Jersey with a significant direct and indirect economic benefits from hosting a high profile international event.

Economic benefit is not measured by 'the return to States funds'. A very conservative estimate by Visit Jersey of the additional on Island expenditure estimated to be directly attributable to Super League Triathlon 2017 event supported through the Tourism Development Fund (TDF) was over £385,000. With a much longer lead in to this years' event this is expected to rise significantly. The intangible benefits of securing the event whilst difficult to assess have the potential to be significant. With a global reach of 375 million individuals across 147 countries, the impact on inward investment, longer term visitor trends and Jersey's standing on the international stage are difficult to quantify but are considered valuable potential upsides of the financial support being provided to secure the event in Jersey.