



# Making the most of IRONMAN Weekend

**EVENT DATES: SEPT. 18-22, 2025**

**RACE DAY: SEPT. 21, 2025**

Help visitors feel welcome AND help your business stand out!

**10,000 Visitors** | **\$7M Economic Impact**

## TO-DO LIST FOR BUSINESSES:

**Staff up:** 10,000 visitors will arrive by car, and air. 2,500 athletes will have bikes.

**Stock up:** Food, coffee, wine, beer, and "athlete-friendly" items like smoothies and high-protein meals will move quickly.

**Spiff up:** Clean up storefronts and common spaces to create a great first impression.

**Educate your staff:** Share event details, benefits, timelines, and traffic impacts with your team. The more they know about the event the better they can connect with and assist visitors and leave a lasting impression.

**Update your online info:** Hours, directions, parking tips, and any specials should be posted on Google and social media.

**Adjust Deliveries:** Avoid scheduling deliveries on Race Day (Sunday). Let vendors know about access restrictions.

**Inform Regulars:** Let customers know how to reach you and what to expect on race weekend.

**Use Show Your Badge:** Attract athletes and volunteers with visible perks.

**Review:** Maps, closures, FAQs, and updates at [VisitTri-Cities.com/IRONMAN](https://VisitTri-Cities.com/IRONMAN)

## ADAPTATIONS & IDEAS

**Extend Your Hours:** Be open early or late to serve more customers.

**Bring Business Outside:** Use sidewalk space for retail, outdoor dining, and to-go stations if you're on the route.

**Games While You Wait:** Simple outdoor games or activities help keep guests engaged.

**Team Building Opportunity:** Not opening on race day? Use the time for a staff service project or team outing.

**Hotels:** Consider offering an early "IRONMAN Breakfast" starting ~4:00 a.m. or provide grab-and-go options.

## CELEBRATE IRONMAN WEEKEND

**Create an IRONMAN Special:** A sandwich, roll, or drink named for the race adds fun. No discount required!

**Join the Action:** Volunteer, attend the IRONMAN Village, cheer from the sidelines, or sign-up kids for the IRONKIDS race.

**Welcome Visitors:** Hang signs, write messages in chalk, or wave flags.

**Be Social:** Follow @TriCitiesWA and use #IRONMAN703Washington and #IMWashingtonTriCities to engage online.

**Show Sherpa & Volunteer Love:** A small thank-you or freebie goes a long way for the behind-the-scenes heroes of race day.

## RESOURCES AVAILABLE

Visit Tri-Cities Office

7130 W. Grandridge Blvd., Suite B, Kennewick

[VisitTri-Cities.com/IRONMAN](https://VisitTri-Cities.com/IRONMAN)

### What you'll find:

- Visitor Guides & Brochures
- Volunteer & Race Info
- Course Maps & Closures



**SCAN FOR MORE  
INFORMATION**



## QUESTIONS?

**509.735.8486 | [info@visittri-cities.com](mailto:info@visittri-cities.com)**

**IRONMAN Hotline: 509-713-2742**

