



City of Kerrville
701 Main Street
Kerrville, Texas 78028
(830) 257-8000
www.kerrvilletx.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Stuart Cunyus, Public Information Officer
(830) 258-1116
stuart.cunyus@kerrvilletx.gov

Kerrville Triathlon Festival a success

Kerrville, Texas (Sept. 28, 2021) – The City of Kerrville is pleased to announce that with the partnership of High Five Events, Kerrville hosted nearly 5,000 triathletes and their friends and family for the 10th Annual Kerrville Triathlon Festival this past weekend. More than 1,800 triathletes from 20 states, the most in event history, registered for the most scenic triathlon in Texas.



Participants gave their all during a picture-perfect weekend on a course highlighted by swimming in Nimitz Lake, cycling through the Texas Hill Country, and running along the Kerrville River Trail. After crossing the finish line, participants were treated to fajitas, cold beer from local craft brewer Pint and Plow,

snacks, and an opportunity to recover in the refreshing waters of the Guadalupe River. The triathlon offered distances and events for triathletes of all levels and abilities.

Events like the Kerrville Triathlon Festival provide an opportunity for locals and visitors to be active and see a different side of our community. The Kerrville Triathlon is an indirect economic driver to our community through hotel/motel and sales taxes via tourism. A conservative estimate of economic impact to Kerr County is \$1.2 to \$1.4 million based on visitor counts and identified spending habits during a sporting event with most participants staying two nights.

“We are so proud to host the Kerrville Triathlon Festival in Louise Hays Park, Kerrville River Trail, and our community,” Director of Parks and Recreation Ashlea Boyle said. “This event provides a positive economic impact to our local community through tourism. Athletes stayed in hotels, ate at restaurants, bought gas and shopped locally, all while enjoying what our beautiful community has to offer. Congratulations to all the triathletes and thank you for getting outdoors, being active, and playing in Kerrville!”

The City of Kerrville would also like to thank our community and residents for being so welcoming of the athletes and patient with the road closures.

For more information, contact the Parks and Recreation Department at (830) 257-7300, recreation@kerrvilletx.gov, visit the city’s website at www.kerrvilletx.gov, or follow us on Facebook at City of Kerrville TX – City Hall or Instagram at cityofkerrville.

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