

Who we are



1 International Governing Body

170 + National Federations

5 Continental Confederations

Not for Profit Entity

What our goals are

Represent the sport – At international sporting level. Worldwide, through Olympic Games, Major Games and events

Develop the sport – Coaches, National Federations, Technical Officials, Athletes, Anti-Doping, Paratriathlon

Fair and clean sport – Ensure the sport is fair and clean and rules are harmonised

*One Sport – One
Industry – Working
Together To Grow The
Sport For Mutual Gain*

Combining media assets –

‘Triathlon Tuesday’ syndicated on broadcasters internationally

Global Education &

Certification – Globally recognised best practices and online education tools

Industry input – Commissions to include industry leaders to provide input to improve the industry

Are we missing something?

2+ MILLION

Active triathletes annually globally

Fast *growing* participation sport
in many countries

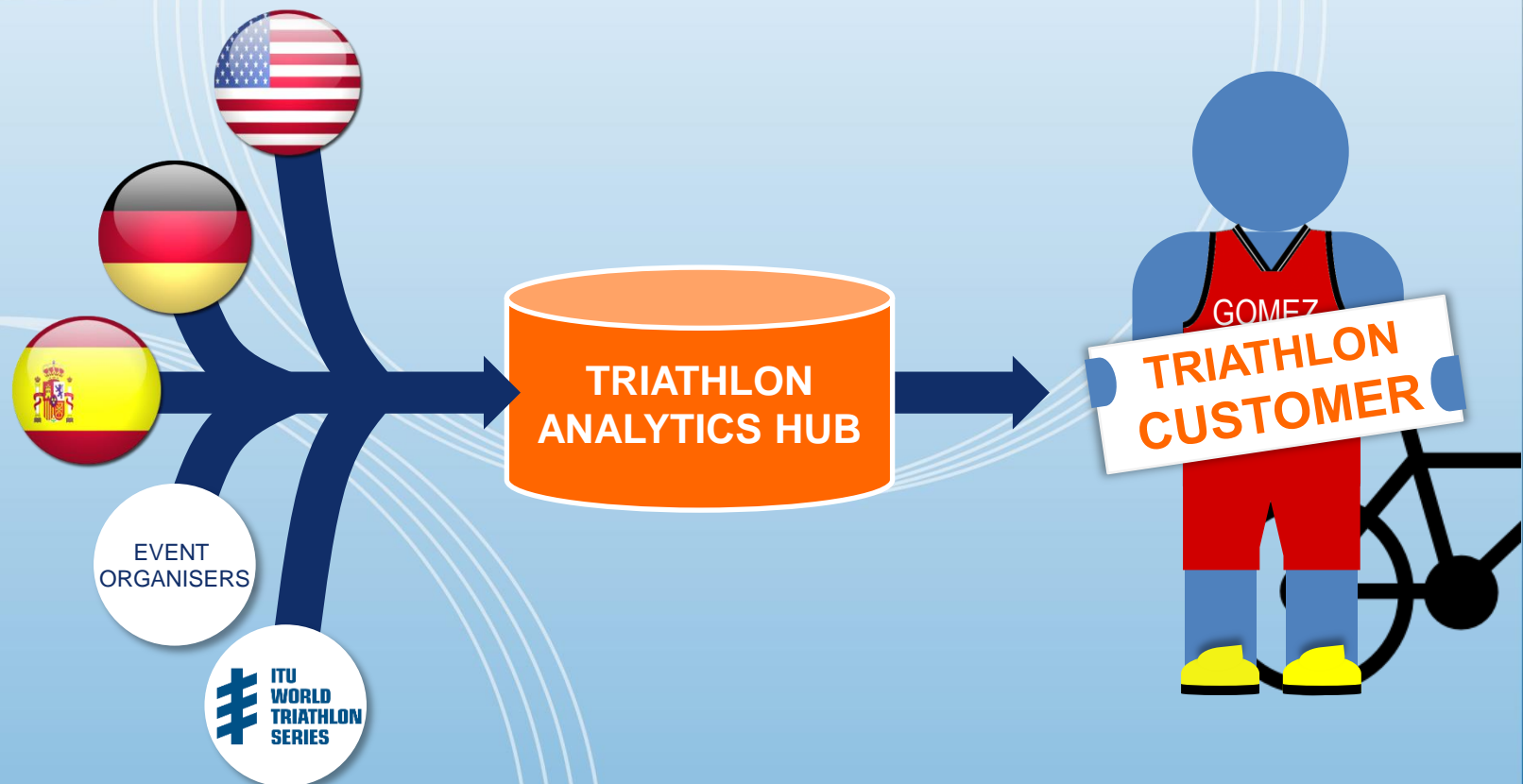


But ... we don't really know
who our customers are

What's the opportunity?



By pooling our knowledge we'll be able to understand the global triathlon customer



To get non-endemic sponsors need a much better understanding of who our customers are and what they do

- Organisers keep the relationships with the participants but the information must be analysed
 - How they differ from the global norm
 - What they like outside of triathlon
 - How to use data for commercial growth
- ... developing a common ground for the sport to prosper

