

# 'Iron Man' 2019 in Sri Lanka to generate over US\$ 3 million in revenue

BY STEVE A. MORRELL

'Iron Man', the 70.3 International Triathlon & Exhibition, supported by the Ministry of Tourism, will, this year as well, attract global participation.

Tourism Minister, John Amaratunga, said that the success of 'Iron Man' in 2018 provoked international sponsors to re-enact the event in Sri Lanka this year as well.

"This will be the first major happening in the 2019 tourism calendar, and this year also, it is expected to generate over US\$ 3 million in revenue during the 10-day event, he said.

'Iron Man' will get off the ground on February 24. Enthusiasm and expected influx of participants and visitors converging on Sri Lanka prior to the event



Minister John Amaratunga

and their extended stay has already been described as a 'sold out' event.

Chairman, Sri Lanka Tourism



Kishu Gomes

Promotion Bureau, Kishu Gomes, at last week's media conference said the Triathlon will include swimming, biking, and running. International reviews on the event, which have also described the warm temperatures of the Indian ocean of about 27 degrees, would enhance the growing reputation of Sri Lanka as 'must visit' tourist destination, he said.

Although 'Iron Man', will be a single-day event, visitors to Sri Lanka will arrive well ahead and will stay on. According to most recent information, the 'stay' period will be at least 14 days, Gomes noted.

He agreed that the income generated will be more than US\$ 3 million. Of importance is the factual position that Sri Lanka is now an emerging impact on tourism world-wide.

'Iron Man' competing registrations are around 700, which include the differently-abled.

The contest commenced in 1982 in the US and is now held in many other countries



Organizing Committee: Prasad Daluwatte, Dhushan Wickramasuriya, Rajan Thananayagam, Yasas Hewage, S. Hettiarachchi, Capt. Athula Hewavitharna and W. A. Chulanda Perera. (Pics by Dharmasena Welipitiya)