

Shangri-La and leading city hotels roll out the red carpet for IRONMAN 70.3 Colombo

WITH preparations for the world famous triathlon event ramping up, a collection of Colombo's leading hotels were announced as hospitality partners to the internationally famed triathlon event, IRONMAN 70.3, which is set to kick off in the city on 25 February 2018.

"On behalf of IRONMAN 70.3 Colombo, we are very pleased to announce this exciting partnership with some of the very best hospitality providers in the city and we wish to register our gratitude to each of them for joining together with Hayleys Tours and Pro-Am Serendib to support bring this prolific event to our sunny shores," Hayleys Tours Director Amith Sumanapala said.

Newly-opened international luxury brand, Shangri-La Hotel Colombo will serve as Host Hotel to IRONMAN 70.3 while Hilton Colombo, Cinnamon Lakeside Colombo, Mövenpick Hotel Colombo, Galadari Hotel Colombo, Fairway Colombo, OZO Colombo, Pearl Grand Hotel Colombo and The Steuart

by Citrus have signed on as partner hotels

"Across the world, the IRONMAN triathlon serves as an example of courage and determination in action, inspiring millions in the process. This is the very first time that IRONMAN is coming to South Asia, and as a result we believe that the city of Colombo and Sri Lanka as a nation, will gain valuable international exposure.

"This will be the perfect time to showcase the vibrancy and rich diversity of our island and working closely with our 5-star Host Partner, Shangri-La, and all of our esteemed partner hotels, we are confident that IRONMAN 70.3 Colombo will be a memorable event, and the first of many to come in future. As the DMC arm of the Hayleys Group, it is therefore a source of great pride for all of us at Hayleys Tours to serve as the official travel partner to IRONMAN 70.3 Colombo," Sumanapala added.

Serving as the qualifying round for triathletes seeking to compete in the IRONMAN 70.3 World Championships in Nelson

Mandela Bay, South Africa, the Sri Lankan event will take place in the heart of Colombo, starting at the Galle Face Green with a one-loop 1.9km swim through the warm and clear waters of the Indian Ocean.

The swimming section of the triathlon will be followed by a flat and fast three-loop 90km bike course that will travel through Colombo's city centre and past the Old Parliament Building and the historic Port of Colombo.

Currently one of the largest on-going sporting events in the world, the IRONMAN 70.3 triathlon is widely considered one of the most challenging single-day sporting events in the world. Pro-Am Serendib Ltd. is the official licensee of the World Triathlon Corporation and owner of the IRONMAN global triathlon brand, and as organisers, are hopeful that IRONMAN 70.3 Colombo will become an annual event, putting Sri Lanka on the global triathlon map, given the country's significant potential to become a mainstream sport in Sri Lanka.