

For Immediate Release
30 July 2010
Phuket, Thailand

Laguna Phuket Set to be Triathlon Mecca with Unique 10-Day Endurance Extravaganza



Thai backdrops are highlights of the Laguna Phuket Triathlon course.

High resolution image available at:
http://www.lagunaresorts.com/~ftpdm/Pictures/DSC_1080.JPG



Cyclists get enthusiastic encouragement from local youngsters on the Laguna Phuket Triathlon course.

High resolution image available at:
http://www.lagunaresorts.com/~ftpdm/Pictures/DSC_0860.JPG



Winner crossing the finishing line accompanied by an elephant is a unique feature of the Laguna Phuket Triathlon.

High resolution image available at:
<http://www.lagunaresorts.com/~ftpdm/Pictures/L2C9227.jpg>

The 17th Laguna Phuket Triathlon and the inaugural Ironman 70.3 Asia-Pacific Championship will bookend a unique endurance extravaganza to be staged later this year in Phuket, Thailand.

The Triathlon on Sunday 28 November kicks-off a ten-day calendar of related events that will reach boiling point on Sunday 5 December with the Ironman 70.3 Championship event.

This combination of events will reaffirm Phuket as one of the meccas for triathlon devotees worldwide.

Situated on Thailand's Andaman Sea coastline, Phuket is located almost 1,000 kilometres southwest of Bangkok. It has been luring international visitors for decades with its balmy tropical charm and character.

Laguna Phuket, a resort collection of seven deluxe hotel and villa properties on the northwest coast of the island, will host both the triathlon events.

With its stunning location amid 1,000 acres of tropical lagoon-filled parkland on pristine Bang Tao beach plus a wealth of recreational options, from golf to island-hopping, Laguna Phuket is renowned worldwide as the finest destination resort in Asia.

International Sporting Venue

In addition to the luxurious hotel facilities that draw holidaymakers from around the globe, Laguna Phuket is also famed as a venue for world-class sporting activities, including golf, tournaments and the Laguna Phuket International Marathon.

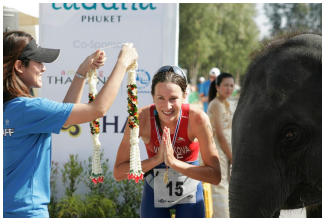
The inaugural Ironman 70.3 Asia Pacific Championship was awarded to Laguna Phuket in recognition of its world class facilities, reputation in staging important athletic events, and ease of travel from all major cities.

Laguna Phuket's reputation is well-deserved. The Laguna Phuket Triathlon - dubbed "The Race of Legends" due to its consistent ability to attract the world's best professional triathletes including the likes of Greg Welch, Mike Pigg, Simon Lessing, Craig Alexander, Paula Newby-Fraser, Michelle Jones, Samantha McGlone and Chrissy Wellington to name just a few - is an established fixture on the global triathlon calendar. The 2009 race was won by German Olympic triathlon gold medalist, Jan Frodeno.

Ironman 70.3 to Hit Phuket's North East Coast

The Ironman 70.3 Asia-Pacific Championship will be an advanced version of the Laguna Phuket Triathlon. The swim will be a distance-adjusted version of the Triathlon's trademark two-body of water course with a section in the salt-water Andaman Sea followed by a beach run-over into a fresh water tropical lagoon.

The bike course is Championship calibre, featuring fishing villages, beaches and views of Phang Na Bay, with the roads pointing up and twisting down along this spectacular coastline. These roads, never used for the Triathlon, are accessed by a pedestrian bridge that allows the race to cross Highway 402, Phuket's main traffic artery.



Competitors in the Laguna Phuket Triathlon can expect memorable Thai touches to their endurance experience.

High resolution image available at: http://www.lagunaresorts.com/~ftpdm/Pictures/_L2C9467.jpg



A happy line-up of winners in the sunshine at the Laguna Phuket Triathlon

High resolution image available at: <http://www.lagunaresorts.com/~ftpdm/Pictures/Podium%20Finishers%20LP1%202009.jpg>



Bangtao Beach at Laguna Phuket
High resolution image available at: <http://www.lagunaresorts.com/~ftpdm/Pictures/Bangtao%20Beach.jpg>

The Championship run course will be contested over two identical loops through and around the Laguna Phuket resort itself, including the golf course, as well as over off-road sections.

Thai Culture and Relaxed Ambience

The enthusiastic reception given to athletes by the residents of Phuket is another quality that makes the Laguna Phuket Triathlon so memorable for competitors. Hundreds of young students line the roadsides near their schools waving flags and cheering on the cyclists.

The Thai character of the event is personified by the presence of an elephant – an icon of Thai culture – which greets the leading contestants at the finishing line and poses for photos with the winners.

This year, the Ironman 70.3 Asia-Pacific Championship will be staged during the 84th birthday of Thailand's revered King, giving Phuket's residents another reason for creating a celebratory atmosphere to welcome visitors to the island.

The atmosphere will combine with a relaxed ambience generated by activities staged throughout the 10-day endurance extravaganza that will allow entrants to rub shoulders with professional triathletes - some of whom have entered for both events and will be at Laguna Phuket for the complete ten-day period.

A series of fun sporting activities, training sessions, entertainment and social events at Laguna Phuket are planned, providing unique opportunities for entrants to mix with the professional triathletes at informal training sessions and social occasions.

The wide variety of events includes a "Meet the pros" cocktail function, open water swim competition, speed golf tournament, a run with the pros and gastronomic pre-race pasta dinners, as well as after-race parties.

Experience All That Phuket Has to Offer

There will also be endless opportunities to explore Phuket and its many attractions, as well as to experience fascinating Thai culture at first hand. With Phuket's high season beginning in November, the weather is set to be idyllic, with blue skies, crystal seas and average temperatures between 23°C and 33°C.

In keeping with the active lifestyles of triathletes, action activities such as sea canoeing, snorkeling and scuba diving are all readily available. The scenic attractions of the famous Phi Phi islands and Phang Nga Bay are easily accessed and boat trips can be made to a variety of spectacular islands and beaches around Phuket. The soaring limestone cliffs of nearby Krabi province offer some of the most challenging rock climbing in Asia.

Back on dry land, Phuket's jungle interior is there to be explored on safari adventures, either by traditional elephant trekking, or by 4x4 jeep or on top of ATVs (all-terrain vehicles). A variety of cultural attractions, such as Buddhist temples, Chinese Shrines, Phuket's Old Town with its charming Sino-Portuguese architecture and a huge statue of Buddha located on one of Phuket's highest mountain-tops, beckon to be explored.

Thai massage is ideal for soothing and revitalizing the muscles of triathletes - and Laguna Phuket has five renowned spas where massage and other traditional therapies are offered. With many other massage facilities elsewhere around the island, triathletes will have no excuse for aching muscles.



Thailand has some of the world's most fascinating and tranquil scenery.
High resolution image available at:
<http://www.lagunaresorts.com/~ftpdm/Pictures/Maya%20Panoramic.jpg>



Action activities in Phuket include exploring the island's surroundings by canoe.
High resolution image available at:
<http://www.lagunaresorts.com/~ftpdm/Pictures/Inside%20Lagoon%20at%20Phanak.gif>

Media Contacts

Tel: +66 76 324 060
Fax: +66 76 324 061

Robin Wilson

Director of Marketing
Communications and Events
robinw@lagunaphuket.com

Naravadee Swangridht

Public Relations & Advertising
Manager
naravadees@lagunaphuket.com

Debbie Dionysius

AVP of Destination Marketing
debbied@lagunaphuket.com

Online media centre at
<http://www.lagunaphuket.com/media-hub/>

www.lagunaphuket.com

International Links

Phuket is easily accessed with more than 90 direct international flights arriving each week, as well as many connecting flights from regional hubs such as Bangkok, Singapore and Kuala Lumpur.

In addition, some 15 international charter airlines service Phuket with direct flights, mainly during the high season of November to April.

- Ends -



Swim starts on the beach are spectacular at Laguna Phuket Triathlon.
High resolution image available at:
http://www.lagunaresorts.com/~ftpdm/Pictures/Untitled_Panorama1.jpg

Note to the Editor

Laguna Phuket is Asia's finest destination resort – a collection of deluxe hotels and villas including Banyan Tree Phuket, Sheraton Grande Laguna, Dusit Thani Laguna Phuket, Laguna Beach Resort, Outrigger Laguna Phuket Resort and Villas, Best Western Allamanda Laguna Phuket, and Laguna Holiday Club Resort - all sharing 1,000 acres of tropical parkland and three kilometres of beach frontage with the Laguna Phuket Golf Club, Canal Shopping Village, Banyan Tree Spa, four Angsana Spas, Laguna Wedding Chapel, Quest Laguna Phuket Adventure an on-site team building facility, and Latitude a unique stand-alone function venue.