

Dear Event Organiser,

We hope your season has started well. We are writing to provide important updates for events taking place in 2027 and beyond.

Following our communications issued in December regarding the future plan for the sale of Race Passes, please watch our short video featuring an update from Amy Hall, Director of Community and Sport Development, and Anna Smith-Clare, Head of Events. [View here](#)

## **Race Pass**

As explained in our video, we have taken **the decision to extend the use of approved third-party online entry systems/platforms for Race Pass sales beyond 2026**. This means that for **events taking place in 2027, Race Passes may continue to be sold alongside event entries when using an approved third-party online system/platform**.

This approach reflects the scale and complexity of our digital transformation programme, and our commitment to ensuring any future changes are implemented in a way that works effectively for event organisers and participants. While we continue to make progress, our technology is not yet in a position to fully deliver the process outlined in December. Maintaining existing routes for Race Pass sales in the interim will provide continuity and stability across the event landscape.

Our long-term ambition remains to transition all Race Pass sales to the British Triathlon website. However, it is essential that the supporting technology is fully in place, tested, and able to address the feedback and concerns raised before any changes are introduced.

Over the next 12 to 24 months, we will continue to review the proposed solution alongside your feedback and our wider strategic aims. This has been an important

learning for us, and one we are actively reflecting on. We would like to apologise for any inconvenience or frustration this may have caused. We recognise and greatly value your role as an integral part of the triathlon community and appreciate your continued support.

### **What this means in practice**

- Events in England and Wales taking place in 2027 can now be registered on the [Event Organiser System](#). Event organisers in Scotland should contact Triathlon Scotland to register their events, in line with the usual process.
- If you have not yet opened your 2027 event entries and wish to sell Race Passes alongside your event entries, this can be done using an approved third-party online entry system/platform. Please contact your chosen system/platform directly to arrange this, in line with their usual process.
- If you have already opened your 2027 event entries on an approved third-party online entry system/platform without Race Pass sales enabled, you should contact your system/platform to discuss adding this functionality if you wish to do so.
- Where participants have already entered the event, without purchasing a required Race Pass, your system/platform will be able to advise on the available options. This may include participants retrospectively amending their entry to add a Race Pass or purchasing a Race Pass separately via the British Triathlon website. Please let us know how we can support you with this.
- If you are planning to continue selling Race Passes separately from your event entries in 2027, or would like to trial this approach, you should register your event in the usual way, and we will activate this option for you.

If you require support managing any of the scenarios outlined above, please let us know how we can assist. Once again, please accept our sincere apologies for any disruption caused, and thank you for your continued support.