



PERFORMANCE VS PARTICIPATION

An Analysis of 35 IRONMAN Races

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**WOMEN
INTRIUK**
Bringing Gender
Diversity to Triathlon

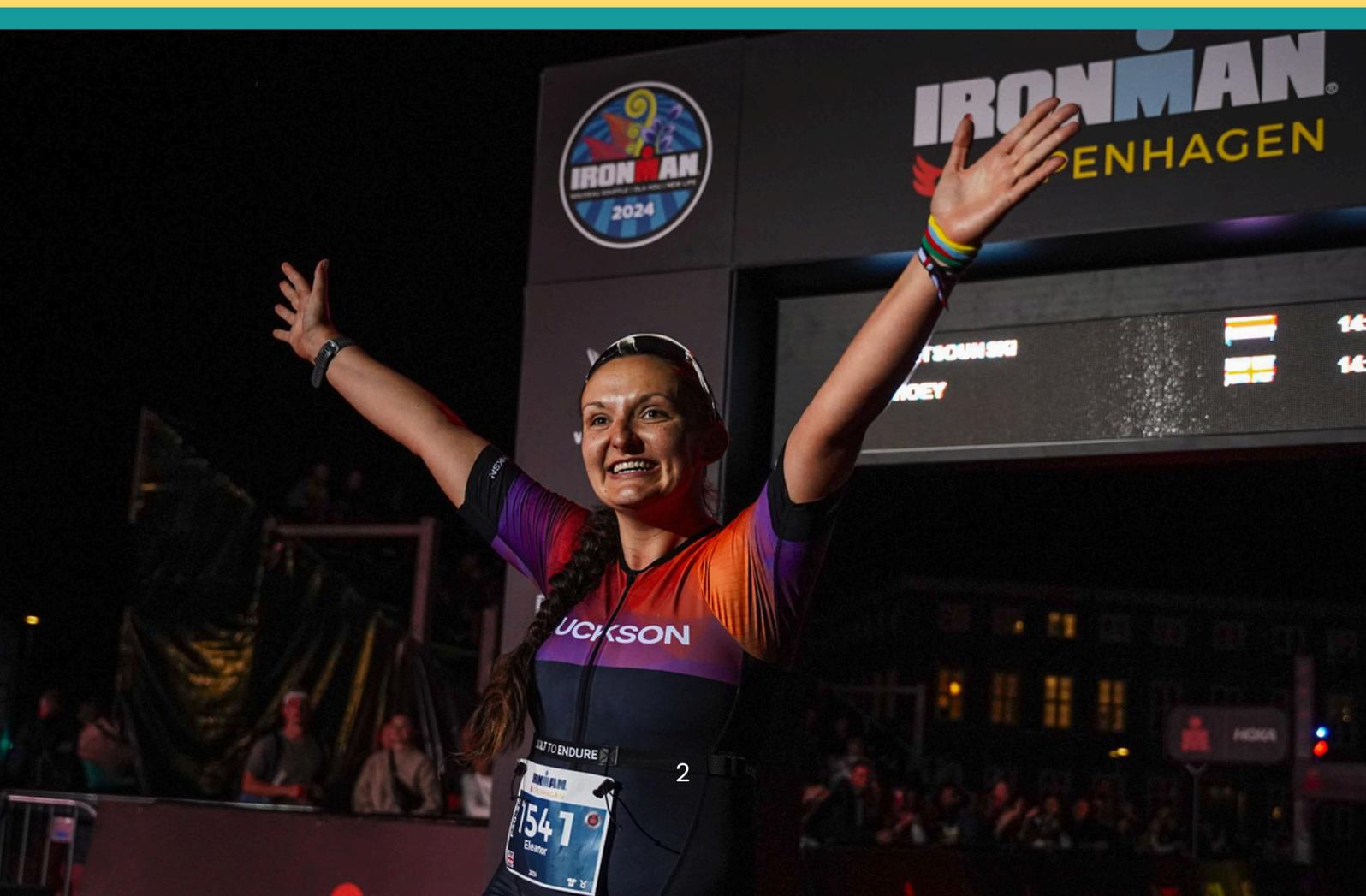
ACKNOWLEDGEMENTS

This report would not have been possible without the contributions, insights, and support of several individuals across the triathlon community, most notably:

- **Russell Cox** – for generously providing the race data used in this analysis and for his long-standing commitment to transparency and analysis in endurance sport.
- **Tamara Jewett, Laura Siddall and Penny Slater** – for their leadership and ongoing advocacy as professional triathletes pushing for fairness and representation of amateur athletes.
- **Kelly O'Mara and Sara Gross** – for their clear, evidence-based commentary and thoughtful framing around equality in endurance sports.

We thank all of them for their contributions to making triathlon a more equitable and inclusive space for all athletes.

We also extend our heartfelt thanks to the many allies—within and beyond the sport—who share our passion for making triathlon more fair, inclusive, and accessible. Your voices, actions, and support are what move the sport forward.



FOREWORD BY TAMARA JEWETT



Originally a middle-distance runner, I am now in my seventh year as a pro triathlete. I went pro after one Age Group (AG) season in 2018. On Saturday April 26, in my first full-distance IRONMAN, I qualified for the IRONMAN World Championship at Kona, fulfilling my coach's and my hope to plan my 2025 pro season around Kona for the first time. A few days later, IRONMAN **announced** that 2025 would be the last women's-only race at Kona and that the IRONMAN World Championship would revert to one day at Kona, combining the men's and women's races.

My first reaction was that I am so grateful that I will get to experience a women's only day of racing this year. It sounds like the women's World Championship has felt deeply powerful, celebratory, and satisfying to many women in the sport. I am disappointed by the one-day format, but think that it is understandable in the circumstances (for now).

However, as I dug into IRONMAN's announcement, I became concerned about IRONMAN's statement that – although, importantly, Kona slot allocation for pro men and women would be equal 50/50 – for amateur AG athletes, it would revert to being based largely on proportionality by looking at numbers of each gender signing up for races.

As a relative newcomer to the sport, I was surprised to learn that women's pro and men's pro fields at Kona used to be based on proportionality, with fewer spots for pro women because fewer pro women were signing up for IRONMAN's races.

In a sport that has prided itself on gender equality – and that I do feel is generally a wonderful place for women athletes – this startled me a little bit.

As a woman who loves long-course triathlon and wants women at all levels to fall in love with the sport, I feel skeptical about applying a different logic to the amateur women than to the pro women for World Championship qualification. I understand that Kona as a World Championship raises real challenges for IRONMAN. But I want our community to ensure that amateur women do not get the short end of the stick. All amateur women are an important part of our community in their own right. Since many pro women race at least one season as an age-group athlete before entering the women's pro fields, the top performing amateur women are also important talent feeding the growth of women's long course triathlon at a pro level. This is talent that we want to retain by providing appropriate high-level opportunities, like World Championship qualification spots.

There are two basic prongs to the proportionality debate as I understand it. The first prong of the debate – currently a focus of Sara Gross and Kelly O’Mara at Feisty Media – is that it doesn’t matter whether equal spots is “fair” or “unfair” to anyone in terms of whether or not it makes it easier or harder for men or women to qualify relative to their fields. Their argument, as I understand it, is that, if the goal is to expand women’s participation in the sport, extensive data and experience from other sports show that things like equal qualification spots and equal prize money and funding drive women’s participation in sport. Essentially, they point to evidence that suggests that trying to increase participation and THEN increasing opportunities at the highest level of a sport is getting things a bit backwards. An important part of this position is that changes to women’s participation take 20–30 years of commitment to equality. Whereas, IRONMAN has given equal qualification for its full-distance World Championship only about three years before changing course.

The second prong of this debate – and the focus of this report by **Women in Tri UK** – is about field strength and whether or not “proportionality” – or looking at the number of people signing up for races – gives an indication of what is happening at the front end of the field. Are participation numbers the best indicators of competitiveness? While assigning Kona slots based on size of field may at first seem intuitively fair to some, when you start to dig into it and look at some data, there is a strong argument that it is not very fair.

Women in Tri UK’s data analysis presented in this report is an important contribution to an important discussion about IRONMAN World Championship qualification. I thank Bianca for her dedication and hard work in putting it together. I urge the men and women approaching this discussion from different starting points and with different assumptions to assess it with an open mind. The aim is not to blame, silence, or disadvantage our male peers, but to work together to make triathlon the best community that it can be; to uphold foundational values of our sport; and to maintain a compelling and competitive World Championship event for everyone.

Tamara Jewett
Professional Triathlete

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EXECUTIVE SUMMARY

Triathlon has historically championed gender equality—offering equal race distances and prize money for men and women. However, that structural parity does not yet translate into equitable outcomes for women, especially in long-course racing such as IRONMAN. While women represent 30-40% of the triathlon population, they made up just 17% of full-distance IRONMAN starters globally in 2024 and early 2025.



This report examines the impact of participation-based slot allocation in light of IRONMAN's recently announced changes to the World Championship . While the allocation policy beyond 2025 remains unconfirmed, **Women in Tri UK** strongly advocates for an approach that values **equality and performance over participation** at the highest level of the sport.

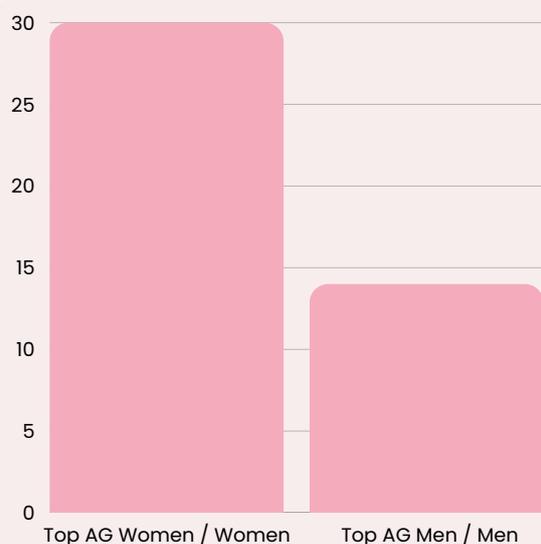
Using data from 35 IRONMAN-branded full-distance races, this report analyses performance, focusing specifically on athletes who finished within 15% of their Age Group (AG) winning time. Through this report, we refer to this as the 'front of the field' or 'top-performing athletes' (see Methodology section for definitions). Under this analysis, the findings are clear and consistent: despite lower participation numbers, **women are significantly overrepresented among top-performing Age Groupers**

In every race analysed, proportionally more women finish near the top of their Age Group compared to men.

On average

30% of women

finished within 15% of the winning time in their Age Group, compared to just **14% of men.**



In the case of IRONMAN Texas and Taiwan, women not only outperformed men proportionally, they also outnumbered them in absolute number of top performers, despite being a minority of the total field. At IRONMAN Texas, 94 women were at the front of the field in their respective Age Groups compared to 90 men, despite women making up 28% of the overall starters.

This means that, based on this sample, **a woman who starts an IRONMAN is more than twice as likely as a man to finish within 15% of the winning time in her AG.** And yet, under proportional allocation models based primarily on participation, women receive fewer qualification opportunities—not because they aren't fast enough, but because there are fewer women on the start line.

Using real data from 35 IRONMAN races, we also estimated that a performance-based allocation—which rewards athletes finishing within 15% of their Age Group winners—would result in a minimum of 35% of slots allocated to women.

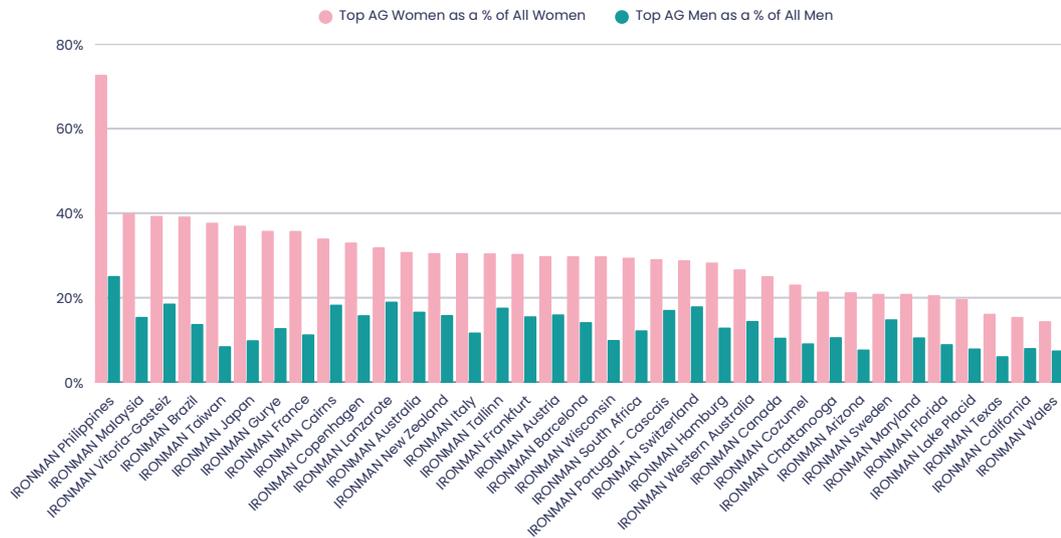
A woman who starts an IRONMAN is more than twice as likely as a man to finish within 15% of the winning time in her AG.

Note on Methodology

This analysis applies a strictly proportional slot allocation model as a theoretical baseline for comparison. While IRONMAN has not yet announced its intended slot allocation plans which are still in review—and historical slot distributions have not followed a purely proportional approach—this model is used here to isolate and examine the impact of participation-based allocation. The intent is to highlight discrepancies between athlete participation rates and relative performance across genders.

Not only do proportional allocations disadvantage high-performing women, but the roll-down system can see men qualify from well beyond the competitive ranks in overpopulated Age Groups – while top-performing women are excluded.

% of women and men finishing within 15% of the AG winner



As the sport continues to grow and evolve, this report advocates for qualification systems that reflect not just who shows up, but how they perform. The future of triathlon depends on equal treatment and equal recognition of excellence.



INTRODUCTION

Triathlon holds a distinguished place in the sporting world as one of the first disciplines to adopt gender equality in competition, offering equal prize money and race distances for men and women. But despite this foundational commitment to equality, women continue to represent a minority of participants, with the gender gap widening as race distances increase.

There are numerous barriers preventing women from entering and progressing in the sport. In our recent research report, conducted in partnership with [She Races](#), we surveyed over 900 women to better understand these obstacles. Notably, **only 3% of respondents reported facing no barriers or unequal provisions**—demonstrating just how pervasive these issues remain. (You can read the full report [here](#).)

On 30th April 2025, IRONMAN [announced](#) a return to the World Championship in Kona, Hawaii, with the use of mostly proportional allocation for age-group qualifying slots. For those unfamiliar with the term, proportional allocation refers to the method of distributing World Championship slots based on the proportion of participants in each Age Group, by gender, at a qualifying race. In the races analysed in this report, women made up only 17% of IRONMAN participants in 2024 and early 2025. This disparity highlights the persistent gap between the sport's inclusive ideals and the lived experience of many women in endurance racing.



While the full allocation policy beyond 2025 remains unconfirmed, Women in Tri UK strongly advocates for an approach that values **performance over participation** at the highest level of the sport. Any system that ties qualification opportunities to participation numbers will disproportionately disadvantage top-performing women. Despite consistently strong relative performances, women have historically been penalised under participation-based models due to lower overall representation on the start line. Under the previous proportional allocation, women accounted for only **around 25% of competitors** at the IRONMAN World Championship in Kona—despite regularly outperforming men on a proportional basis within their Age Groups

As journalist and triathlon expert Kelly O'Mara explains:

“What we actually see is that the first people to enter a sport are disproportionately the most dedicated and, typically, some of the best. They have to be, in order to overcome the barriers that have kept them out. The top end of the women’s field is already comparably as good as the top of the men’s field. What the women’s field lacks is a large quantity of middle-of-the-pack athletes—because those equivalent athletes have not been as welcomed into the sport and face ongoing barriers to access.”

Triathlon and every other sport has always recognised two distinct races: one for women, and one for men. Whether they occur on the same course or on separate days is irrelevant—what matters is who is the best in their category on the day.

As O'Mara further states:

“If you take the 1,000 best women and the 1,000 best men in the world, then they are the best in the world. The purpose of a World Championship is to determine who is the best in a given category—not how the women compare to the men. Whether or not more women should be racing is a separate conversation from recognising that the women on the start line are, by definition, the best in the world.”

This report sets out to celebrate these athletes—and to call attention to the systemic structures that still require change. The data speaks clearly: when women race, they do so overwhelmingly at the front of the field. It's time for the qualification system to reflect that reality—and to honour the values of equality and fairness that our sport proudly upholds.

METHODOLOGY

This report is based on official IRONMAN race data from the 2024–2025 season, as compiled by endurance analyst and coach Russell Cox (**Coach Cox**). The dataset includes only IRONMAN-branded full-distance races. World Championship events were excluded, as participants at those races had already qualified. The aim of this analysis is to evaluate qualification-stage performance and slot allocation.

A total of 35 qualifying races from 1st May 2024 to 30th of April 2025 were analysed. The full dataset, including individual race breakdowns, is available in the accompanying [spreadsheet](#).

Key Definitions and Parameters

Full-distance triathlon: A full-distance triathlon—made popular by IRONMAN or expressed as 140.6—consists of a 3.8 km swim, 180 km bike, and 42.2 km run completed consecutively. While triathlons are held under various organisers and distances worldwide, this analysis is limited to IRONMAN-branded races, which will serve as the official qualification pathway to the IRONMAN World Championship in Kona, Hawaii.

Top Age Group Athletes: In this analysis, we define top-performing Age Group (AG) athletes or the front of the field, as those who finish within 15% of the winning time in their AG, including the AG winner. This threshold is used to represent depth of performance across a field, rather than focusing solely on podium finishes. The 15% benchmark is consistent with the British Triathlon qualification standard for Age Group representation at international level.

Total Number of Top Age Groupers: Includes the AG winner plus all other athletes within 15% of their winning time. For example, if an AG-winning time is 10:00:00, the cut-off time for inclusion would be 11:30:00, and all athletes within this time are counted.

Starters (Denominator for Participation Proportions): We use starters, rather than finishers, as the basis for proportionality, in alignment with how IRONMAN allocates World Championship slots. This means that even athletes who did not finish are counted in the total number of participants when calculating allocation proportions.

Automatic Qualifiers vs Roll-Down Slots

In IRONMAN events, **automatic qualifiers** are athletes who finish in a slot-eligible position and may accept their invitation to the World Championship. If a slot is not claimed, it “rolls down” to the next eligible athlete in the Age Group. This is known as the **roll-down process**.

Roll-Down process:

A roll-down occurs when a qualified athlete declines or does not claim their slot, allowing the slot to pass to the next fastest eligible finisher. In some cases, roll-downs can reach athletes well beyond the top-performing ranks.

This report focuses on highlighting a structural imbalance: **women make up a smaller proportion of starters; therefore, any system that allocates slots based on participation numbers—without considering performance—will inherently disadvantage them.** Based on our dataset, we modelled performance-based allocation vs participation-based allocation, as an example of this disparity.

While we do not debate the use of roll-downs in this report, the absence of a minimum performance threshold raises important questions about standards—particularly when high-performing women are consistently underrepresented in slot allocations despite outperforming their male counterparts on a relative basis.





RESULTS AND ANALYSIS

Performance Disproportionality

Table 1 explores the distribution of top-performing Age Group athletes, defined as those finishing within 15% of their Age Group (AG) winner's time. The results are striking:

In every race analyzed, the proportion of women performing at this level is higher than the proportion of men, in their respective gender.

Table 1: Top AG Athletes as a % of total athletes per gender

Race	Top AG Women as a % of All Women	Top AG Men as a % of All Men
IRONMAN Philippines	72.73%	25.14%
IRONMAN Malaysia	40.00%	15.47%
IRONMAN Vitoria-Gasteiz	39.35%	18.62%
IRONMAN Brazil	39.22%	13.79%
IRONMAN Taiwan	37.75%	8.54%
IRONMAN Japan	37.04%	9.95%
IRONMAN Gurye	35.83%	12.82%
IRONMAN France	35.80%	11.34%
IRONMAN Cairns	34.01%	18.36%
IRONMAN Copenhagen	33.07%	15.87%
IRONMAN Lanzarote	31.93%	19.08%
IRONMAN Australia	30.82%	16.70%
IRONMAN New Zealand	30.57%	15.91%
IRONMAN Italy	30.56%	11.77%
IRONMAN Tallinn	30.51%	17.66%
IRONMAN Frankfurt	30.37%	15.61%
IRONMAN Austria	29.86%	16.06%

Table 1: Top AG Athletes as a % of total athletes per gender

Race	Top AG Women as a % of All Women	Top AG Men as a % of All Men
IRONMAN Barcelona	29.82%	14.23%
IRONMAN Wisconsin	29.81%	10.00%
IRONMAN South Africa	29.48%	12.29%
IRONMAN Portugal - Cascais	29.12%	17.12%
IRONMAN Switzerland	28.87%	17.97%
IRONMAN Hamburg	28.32%	12.94%
IRONMAN Western Australia	26.72%	14.50%
IRONMAN Canada	25.10%	10.55%
IRONMAN Cozumel	23.12%	9.21%
IRONMAN Chattanooga	21.45%	10.67%
IRONMAN Arizona	21.30%	7.75%
IRONMAN Sweden	20.92%	14.90%
IRONMAN Maryland	20.92%	10.62%
IRONMAN Florida	20.60%	9.02%
IRONMAN Lake Placid	19.70%	8.00%
IRONMAN Texas	16.21%	6.17%
IRONMAN California	15.46%	8.10%
IRONMAN Wales	14.45%	7.53%

Some headline examples:

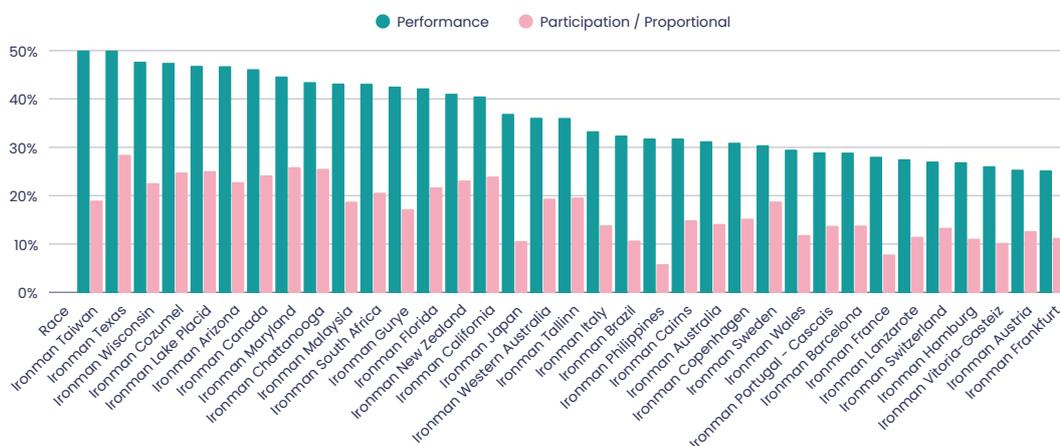
- IRONMAN Philippines had only 22 women starters—just 5.85% of the total field. Yet 16 of them (73%) finished within 15% of their AG winner’s time, compared to just 25% of men. This means women, while few in number, dominated in relative performance.
- Even in races with a relatively larger women’s field, such as IRONMAN Texas, the pattern holds. Women accounted for 28.45% of starters and, strikingly, produced more top Age Group athletes than men in absolute terms: 94 top performing women vs. 90 top performing men. A total of 51% of the top Age Groupers were women.
- IRONMAN Taiwan is another clear example. Women made up only 18.99% of the field, but a remarkable 38% of them were top performers, compared to just 8.5% of men. They also outnumbered the men in absolute numbers, 57 top-performing women vs. 55 top-performing men.

These findings reinforce a powerful message:

Women are consistently overrepresented among the highest-performing athletes in their Age Groups, even when they make up a minority of overall participants.

Based on this threshold, we estimated the performance-based slot allocation across the 35 races, accounting for a guaranteed slot for each Age Group winner in both genders. This results in a minimum of 35% of slots allocated to women globally, with individual races ranging from 25% at IRONMAN Frankfurt to a high of 50%—equal numbers—at IRONMAN Texas and IRONMAN Taiwan, and many races in North America exceeding 40%.

Slots allocation based on Performance vs Proportionality



Gender Participation Across Races

Table 2 presents participation data from the 35 IRONMAN races, ordered by the proportion of women starters. As expected, men outnumber women in every event, with female participation ranging from a high of 28.45% (IRONMAN Texas) to a low of just 5.85% (IRONMAN Philippines).

This disparity is not evenly distributed. Instead, it is strongly regional:

- North American races (e.g. IRONMAN Texas, Maryland, Lake Placid) show the highest representation of women, consistently above 25%.
- European races, particularly in countries like Germany, France, Italy, and Spain, tend to have significantly lower women's participation, often between 11–14%.
- South America hosts only one full-distance IRONMAN race in Brazil. Women's participation in this event was notably low, at just 10.71%.

Asia-Pacific events show the lowest rates, with IRONMAN Philippines being as low as 6%.

These patterns matter. If World Championship slots are allocated proportionally by the number of starters, in certain regions, women face even fewer qualification opportunities—despite being top-performing athletes—simply because they make up a smaller share of starters.

Table 2: Total Participation per Gender

Race	Total Women Starters	Total Men Starters	Total Overall	Women's Participation %	Men's Participation %
IRONMAN Texas	580	1459	2039	28.45%	71.55%
IRONMAN Maryland	306	876	1182	25.89%	74.11%
IRONMAN Chattanooga	415	1209	1624	25.55%	74.45%
IRONMAN Lake Placid	594	1774	2368	25.08%	74.92%
IRONMAN Cozumel	333	1010	1343	24.80%	75.20%
IRONMAN Canada	239	749	988	24.19%	75.81%
IRONMAN California	634	2013	2647	23.95%	76.05%
IRONMAN New Zealand	193	641	834	23.14%	76.86%
IRONMAN Arizona	385	1303	1688	22.81%	77.19%
IRONMAN Wisconsin	312	1070	1382	22.58%	77.42%
IRONMAN Florida	369	1331	1700	21.71%	78.29%
IRONMAN South Africa	173	667	840	20.60%	79.40%
IRONMAN Tallinn	177	725	902	19.62%	80.38%
IRONMAN Western Australia	262	1090	1352	19.38%	80.62%
IRONMAN Taiwan	151	644	795	18.99%	81.01%
IRONMAN Sweden	368	1591	1959	18.79%	81.21%
IRONMAN Malaysia	100	433	533	18.76%	81.24%
IRONMAN Gurye	120	577	697	17.22%	82.78%
IRONMAN Copenhagen	381	2117	2498	15.25%	84.75%

Table 2: Total Participation per Gender

Race	Total Women Starters	Total Men Starters	Total Overall	Women's Participation %	Men's Participation %
IRONMAN Cairns	147	839	986	14.91%	85.09%
IRONMAN Australia	146	886	1032	14.15%	85.85%
IRONMAN Italy	337	2090	2427	13.89%	86.11%
IRONMAN Barcelona	399	2487	2886	13.83%	86.17%
IRONMAN Portugal - Cascais	182	1139	1321	13.78%	86.22%
IRONMAN Switzerland	194	1258	1452	13.36%	86.64%
IRONMAN Austria	355	2447	2802	12.67%	87.33%
IRONMAN Wales	256	1900	2156	11.87%	88.13%
IRONMAN Lanzarote	119	917	1036	11.49%	88.51%
IRONMAN Frankfurt	270	2127	2397	11.26%	88.74%
IRONMAN Hamburg	279	2234	2513	11.10%	88.90%
IRONMAN Brazil	153	1276	1429	10.71%	89.29%
IRONMAN Japan	162	1367	1529	10.60%	89.40%
IRONMAN Vitoria-Gasteiz	155	1359	1514	10.24%	89.76%
IRONMAN France	162	1905	2067	7.84%	92.16%
IRONMAN Philippines	22	354	376	5.85%	94.15%

Quantifying the Disparity

When we analyse performance across all 35 IRONMAN races in this dataset, a consistent and measurable disparity emerges—one that highlights just how much high-performing women are undervalued by participation-based slot-allocation systems.

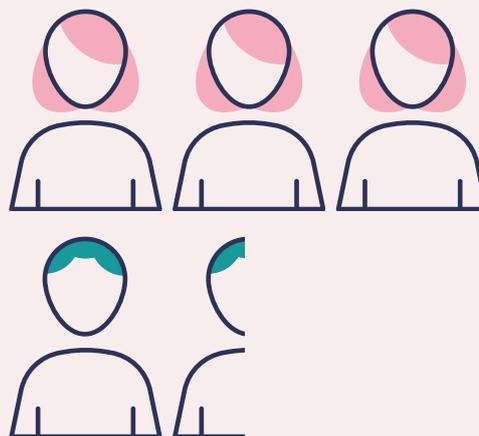
Top-performing women vs Top-performing men

On average

**30% of
women**

On average, around 30% of women starters finish **within 15%** of their AG winner.

For men, that figure is significantly lower—**around 14%**.



This means that a woman who starts an IRONMAN **is more than twice as likely as a man to finish near the front of her field**. And yet, under a proportional allocation model based on participation, women are likely to receive fewer qualification opportunities—simply because there are fewer women on the start line.

This pattern, consistent across races, regions, and field sizes makes it impossible to ignore. These high-performing women exist at every event—but their path to the World Championships will become far steeper, simply because they are outnumbered at the starting line.

The data presented challenges the proposal of **proportional slot allocation**, which will distribute World Championship qualifying spots based on the number of starters in each Age Group. When women are underrepresented at the start line, they receive fewer slots—even if their cohort includes a higher proportion of top performing athletes. In essence, a system based on quantity overlooks quality.

This system fails to account for performance—and, as a result, penalises top-performing women systematically.

Furthermore, a proportional slot allocation often sees roll-downs extend well beyond the 15% threshold for men, especially in overpopulated Age Groups. Yet many top-performing women miss out because their Age Group was allocated only a single slot. This creates a **double disadvantage**: fewer slots available, and a higher bar to earn one.



CONCLUSIONS

The findings of this report challenge the fairness of proportional slot allocation. While intended as a neutral method of distributing World Championship slots, proportional allocation—when based primarily on participation—inadvertently reinforces existing gender disparities. Women’s lower representation at the start line leads to fewer slots, even when they demonstrate higher relative performance.

Key conclusions from the data:

1. Women outperform their numbers.

Across every race analysed, women were overrepresented in the top 15% of AG performance. This disproportionality reveals a significant depth of talent among Age Group women that the proportional system will fail to reward.

2. Participation-based allocation penalises performance.

By using only starter counts to allocate slots, IRONMAN risks sidelining high-achieving women in favour of quantity-based representation. This results in a system where women must be faster to earn the same qualification opportunity as their male counterparts. Based on our dataset, we modelled performance-based allocation vs participation-based allocation to illustrate this disparity—showing that a performance-based approach would allocate at least 35% of slots to women, compared to as little as ~17% under a purely proportional model.

3. Restricting high-performing AG women weakens the pipeline to the professional women's field.

When top-performing women are denied opportunities to compete at the World Championship level—not because of ability, but due to participation-based slot allocations—we remove a crucial stepping stone in their development. The World Championship is often a launchpad into professional triathlon. Limiting access at the Age Group level ultimately narrows the pipeline of female talent progressing through the sport.

4. Regional disparities deepen the problem.

The already limited pool of women is further reduced in regions such as Europe and Asia-Pacific, where participation percentages are as low as 6–14%. In these areas, many outstanding athletes may be denied a fair pathway to the World Championships.

5. Roll-downs must implement a floor to account for performance.

While roll-downs are intended to ensure all slots are claimed, proportionality means they often result in men from over-represented Age Groups receiving a disproportionate number of qualification opportunities not linked to performance—while higher-performing women in underrepresented Age Groups are overlooked. In our dataset alone, the pool of top-performing athletes (those finishing within 15% of their AG winner) totals 8,331—more than enough to fill a World Championship field of 2,500 to 3,000. Roll-downs could—and should—include a performance floor to preserve integrity.

6. Triathlon must embrace equality and equity.

If triathlon is to remain a sport defined by grit, fairness, and inclusion, it must evolve—not just in terms of equality, but in how it delivers equity. While proportional slot allocation may appear fair on the surface, it fundamentally reinforces existing inequalities by tying opportunity to participation rates—rates that are themselves shaped by decades of financial, cultural, and systemic barriers to women’s involvement in long-course triathlon. Without addressing this underlying imbalance, we risk cementing the very disparities our sport claims to challenge.



Call to Action

We welcome IRONMAN's intention to review its proposed slot allocation model and acknowledge the constructive engagement we have had throughout this process. We are encouraged by IRONMAN's willingness to listen, reflect, and engage directly with Women in Tri UK, and we look forward to continued collaboration.

This report presents clear evidence that performance-based allocation more accurately upholds the foundational values of triathlon—fairness, determination, and equal opportunity—than models based primarily on participation.

We call on IRONMAN and the wider triathlon community to:

1. Review the Slot Allocation Model

Introduce a performance-oriented model that ensures high-performing women are not systematically disadvantaged due to smaller field sizes.

2. Performance-Based Floor

Establish a minimum performance threshold as a baseline for slot eligibility. This would prevent roll-downs extending to non-competitive times.

3. Address Regional Disparities

Develop policies to balance opportunity across regions. Women in Asia-Pacific, South America and Europe are particularly underrepresented. Slot distribution models must acknowledge these structural gaps and support regional equity.

4. Championing Equity

IRONMAN and the wider triathlon community must publicly commit to equity—not only through race format and prize money, but in qualification pathways. This means tracking gender data, publishing transparency reports, and engaging with athlete-led organisations advocating for fairness.



About Women in Tri UK

Women in Tri UK is a volunteer-led charity committed to increasing participation, visibility, and removing barriers for women in triathlon. Through grassroots programmes, targeted advocacy, and partnerships across the industry, we support women not only to enter the sport—but to stay, grow, and succeed at every level of triathlon.

Visit our [website](#) to learn more about us, [donate](#) to support our mission, and for inquiries, contact us at collaborations@womenintriuk.org.



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