

**DEXTRO ENERGY
TRIATHLON**

**ITU
WORLD
CHAMPIONSHIP
SERIES**

Athletes' Guide

Kitzbühel®



**DEXTRO ENERGY
TRIATHLON**

**ITU
WORLD
CHAMPIONSHIP
KITZBÜHEL**

INTECO Triathlon Wochenende

Do. 9.7. » Triathlon Kitz Sommer Nacht

Sa. 11.7. » Triathlon für Jedermann – Neu: Olympiastartz
» Elite Herren – ITU World Championship Series
» VIP-Team-Challenge
» Tirol Triathlon Abend

So. 12.7. » Tri-Kitz Kindertriathlon
» Elite Herren – ITU World Championship Series

www.kitzbuehel-triathlon.org

INTECO **firroler** **SPARKASSE** **DEXTRO** **SUUNTO**

TRIATHLON MAY 2 | WOODS MAY 31 | WASHINGTON, DC JUNE 01 | **KITZBÜHEL JULY 12**
BARBARA JULY 26 | DUBLIN AUGUST 16 | YORBBANK AUGUST 23 | BIEL COMPT SEPTEMBER 13

www.triathlon.kitz.net

Triathlonverein Kitzbühel

A-6370 Kitzbühel, Webergasse 9a

++43 / (0) 676 / 65 57 109

office-triathlon@kitz.net, www.triathlon.kitz.net

Preface

Welcome to the Kitzbühel Dextro Energy Triathlon ITU World Championship Series.

“A dream comes true“: the Kitzbühel Triathlon belongs to the **“Dextro Energy Triathlon ITU World Championship Series”**. This information guide will serve you as valuable kit during your stay. In case you need any further assistance, please do not hesitate to contact us. Good luck!

Dear Sports Fans!

The Kitzbühel Triathlon in the last years marked a new and successful chapter in local sport. The world’s best triathletes were our guests. The competition was exciting to watch with outstanding sporting performances. Impressive images were relayed around the world. Kitzbühel successfully put itself on the map as a location for summer sports. Express thanks go to the organisation team and the many volunteers who made it all possible.

Thrilling competition is also guaranteed this year. The Triathlon World Cup in Kitzbühel will be part of the exclusive World Championship Series. All the world’s elite in men’s and women’s Triathlon will be at the start on 11th and 12th July on Kitzbühel’s Schwarzsee. There are the best conditions for spectators to experience Triathlon at the highest level, up close.

The comprehensive programme of support events will take place over four days this year in Kitzbühel - everything to do with Triathlon. As well as world class athletes, there will be a children’s Triathlon and ambitious leisure athletes will give quality sporting performances including handicapped participants.

Stadt Kitzbühel and Kitzbühel Tourismus are fully behind this event, which is an important incentive for summer tourism. We wish the athletes and the organisers an exciting competition and hope to see lots of spectators around the course on Schwarzsee.

Sporting wishes,

Dr. Klaus Winkler
Mayor of Kitzbühel



Dr. Christian Harisch
Chairman Kitzbühel Tourismus



Greetings and welcome to Kitzbühel for the fourth leg of the inaugural Dextro Energy Triathlon – ITU World Championship Series.

The sport of triathlon takes enormous pleasure in returning to Kitzbühel, a beautiful place that has embraced multisport and greeted us with open arms. We are very lucky to have such enthusiastic partners and supporters in the organising committee, Austrian Triathlon Federation and the people of the Tyrol region; without whom we would not have such a fantastic event. I would also like to extend my gratitude to Lagardère, Upsolut and SportFIVE for their tireless work in bringing triathlon to the forefront of the international sporting arena.



Our new Dextro Energy Triathlon – ITU World Championships Series is a big step forward in a new direction for our sport, and I am delighted that the excitement and intense racing will take place in a town and a country which has such great affinity with triathlon. I cannot think of better place to showcase our sport and new look World Championships Series to the global triathlon community.

I would encourage all athletes, volunteers and organisers to enjoy the fantastic spectacle that is the Kitzbühel Dextro Energy Triathlon – ITU World Championships, and take full advantage of the magnificent mountainous surroundings and warmth offered by the people of this region.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marisol Casado'.

Marisol Casado
President
International Triathlon Union

Dear Triathlon Friend!

The Austrian Triathlon Association (ÖTRV) and Kitzbühel have forged a sporting friendship since the inception of the ÖTRV in 1987. We have fond memories of the thrilling competition between the Austrian and the international starters from 1988 to 1997. The organising team, based around the Bachmann family probably also have fond memories of this former Triathlon classic, so the Triathlon success story in and around Kitzbühel's Lake Schwarzsee just had to continue. With the Triathlon World Cup in 2007 there were, not just jubilant winners' faces in Kitzbühel and satisfied organisers – those in charge of the ITU in particular, were really thrilled with the event. Never before in the history of the Triathlon World Cup has an event such as this been so convincing in its first-running, than in Kitzbühel. Praise all round and with it incentive for the forthcoming task. For the ÖTRV, the World Cup 2008 was a further milestone; it was an enormous task for the team of organisers and for us, the town of Kitzbühel and the tourist board it provided global publicity for Kitzbühel's enchanting landscape.



Kitzbühel will again be in the international spotlight in 2009. Sporting-wise there will also be a very interesting mix. Since the beginning of this year, it is known that the Kitzbühel Championship belongs to the new **Dextro Energy Triathlon ITU World Championship Series** and thus, the exclusive group of eight renowned venues around the world. In the new series in distinguished metropolitan cities, the world's best triathletes compete to win important WCH points to reach the Grand Finale of the World Championship.

In contrast the "Young wild things" from the Triathlon scene will want to use this opportunity to pit themselves against the established stars. With children's competitions, the open race triathlon and numerous activities going on around the event, Kitzbühel will once more be the hub of the Triathlon world.

My thanks go to the team of organisers from Kitzbühel Triathlon Association, the numerous volunteer helpers, the town of Kitzbühel and Kitzbühel tourist board for their spirit and commitment in promoting the event successfully. I wish all the athletes much sporting success and above all, unforgettable days in the allure that is the Triathlon World Championship Series.

Walter Zetting, President of the Austrian Triathlon Federation

Key contacts

Manfred Bachmann / Race Director	0676 83612 282
Roman Swidrak / Local TD	0676 89442067
Rieser Harald / Infrastructure	0664 6292910
Tom Gandler / Course	0676 83621 310
Peggo Jöchl / Finance / Side Events	0676 83621 231
Heribert Bachmann / Triathlon President	0676 83621 1309
Bettina Wiedmayr / Athletes' Service	0664 1543495
Karin Swidrak / Athletes' Service	0650 5918210
Stefan Pühringer / Media Internet	0664 9672909
Karin Wagner / Sponsoring Marketing	0664 3945106
Felix Obermoser / Press	0676 83621 222
Andrea Saexinger / Press	0664 9672907
Krenn Markus / Head of Red Cross	0676 836211710
Wallensteiner Hermann / Head of Police	05356 62626
Josef Bodner / Head of Municipal Police	05356 62626
Hospital	05356 6010
Dr. Obermoser Helmut / Race doctor	0664 5056500
Wolfgang Kaiser / Physio	05356 66532
Emergency numbers:	
Fire brigade	122
Ambulance	144
Police	133
Municipial Police	05356 66233
Euro Emergency	112
TAXI Bernd	06644303390
Railway station	051293000
Kitzbühel Tourismus	05356 777
Casino Kitzbühel	05356 62300

Schedule

Thu., 9 July

- 10:00 Official swim training, Lake Schwarzsee
- 11:00 Official bike training & bike course familiarisation escorted by Police, meeting point: transition area
- 16 – 17:00 ITU Coaches' Meeting and registration of athletes, Host Hotel Schloss Lebenberg
- 17 – 18:00 ITU Athletes' Briefing, Host Hotel Schloss Lebenberg
- 18:00 Briefing Judges
- Following Distribution of elite athletes' race packs & Pasta Party
- 19:30 Triathlon Team Exhibition, Kitzbühel Centre
- 20:30 Casino Welcome Night

Fri., 10 July

- 10:00 Official Swim Training, Lake Schwarzsee
- 18:00 – 20:00 Pasta-Party (Briefing Open Race sprint and Olympic distance 18.30 and 19:30)

Sat., 11 July

- 08:00 – 12:00 Start Open Race Olympic distance, Lake Schwarzsee
- approx. 08:30 Start Open Race Sprint distance, Lake Schwarzsee
- approx. 12:00 Finish Sprint and Olympic distance
- from 13:00 Check-In transition area, elite men
- 14:20 Start: Elite men (65 athletes)
- From 16:10 Expected finish
- afterwards Award ceremony elite men
- approx. 18:00 VIP and Sponsors Team Challenge



20:30 Kitzbühel Triathlon Night (music & entertainment)

Sun., 12 July

From 15:00 Check-in transition area, elite women, lake Schwarzsee

16:00 Start: Elite women (65 athletes)

Til 17.50 expected finish

afterwards Award ceremony elite women

Swim training at Aquarena Kitzbühel. 7-14 July, 9-11 and 16-18.

Remarks & Colour codes:

Kitzbühel BG Triathlon World Cup

TriKitz Kids Triathlon

Open Race

ITU Staff Meetings & Items

Frequently asked questions

Accreditation cards need to be picked up prior to your training sessions at the host hotel! In case you arrive before Tuesday, please contact Ms Wiedmayr (contact below). Race packs will be distributed at the athletes' briefing at the Hotel Kitzhof.

Where do I stay in Kitzbühel?
How do I get to my hotel?
Who does assist me to get around in Kitzbühel?

Bettina Wiedmayr will be your contact person in all these belongings. You can reach her under
T: +43 5356 777-12 or b.wiedmayr@kitzbuehel.com.
Shuttle services airport Munich: Thu/Fri at 11 a.m., 5 p.m., Mon/Tue to be announced – registration form (www.triathlon.kitz.net "Downloads") to be filled in -
Deadline 28.06.2009

Which is the official Host Hotel?

Hotel Schloss Lebenberg, T: 0043 5356 6901, F: 05356 6901-404
E-Mail: schloss.lebenberg@austria-trend.at
www.austria-trend.at/leb
Info desk opening hours:
Tue-Mon from 8 a.m. – 8 p.m.

Is there a track nearby?

Yes, only 10 minutes away from your hotel at Sportplatz Langau, Jochbergerstraße (see map below).
NEW in 2008: KitzRunning network, info available at info desk

Is there an indoor swimming pool?

At the Aqaurena Kitzbühel, Klostergasse 2, T: +43 5356 64385 we have reserved a 25-meter lap for you. Training hours: from Tuesday to Tuesday from 9-11 a.m. and 4-6 p.m. FREE ENTRANCE!.
Panorama Badewelt St. Johann, 50 m long, www.badewelt.at

Where can I get a bike service?

Ex-triathlete Raimund Stanger and his team are happy to assist you in terms of bike services.
Radsport Stanger, Josef-Pirchl-Straße 42, T: +43 5356 62549, mobile: +43 650 2004450. On Sat/Sun there will be a service station available on-site.

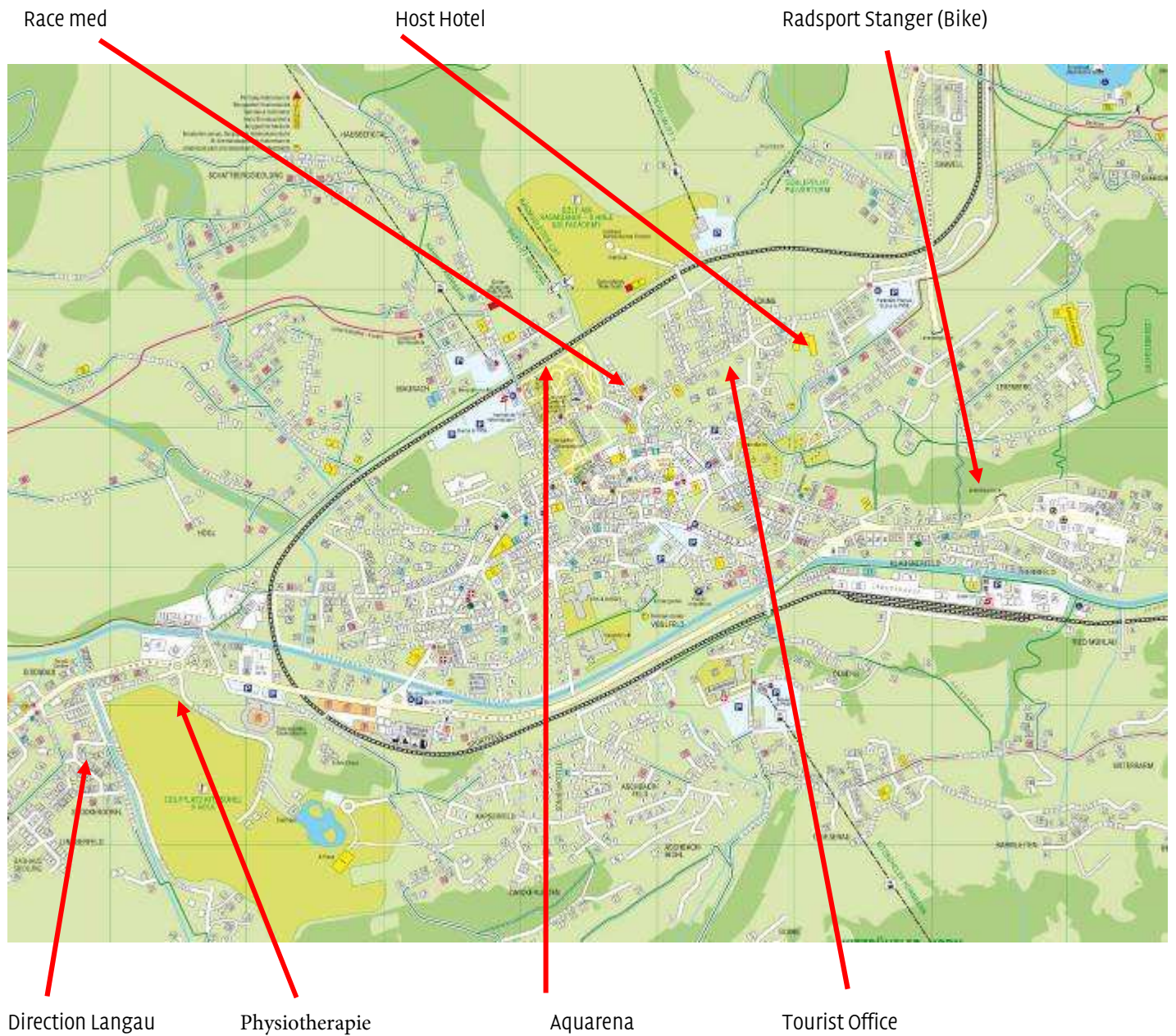
Is there a doctor?

Race med: Dr. Med. Univ Helmuth Obermoser, Knappengasse 2, 6370 Kitzbühel, phone: +43 5356 633 33.

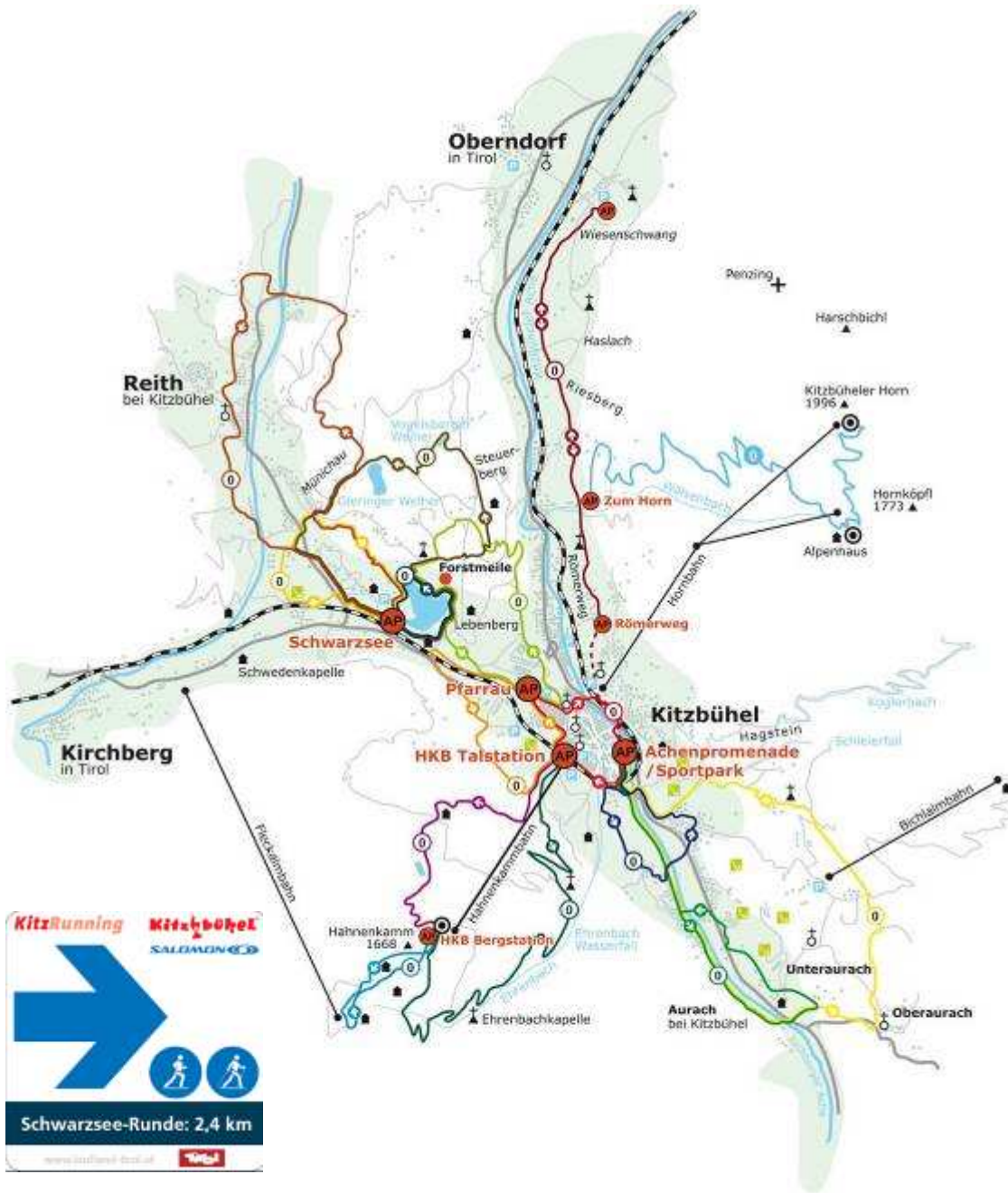
Can I get a massage?
Physiotherapy?

Physiotherapie – Balance will be at your service. They are located at Jochbergerstraße 96. Contact person on Thursday: Hessel Volker 0699 11002783, Salvenmoser Andrea 0664 1313281, Friday: Kaiser Wolfgang 0699 11995019.

City map



KitzRunning Network for you training

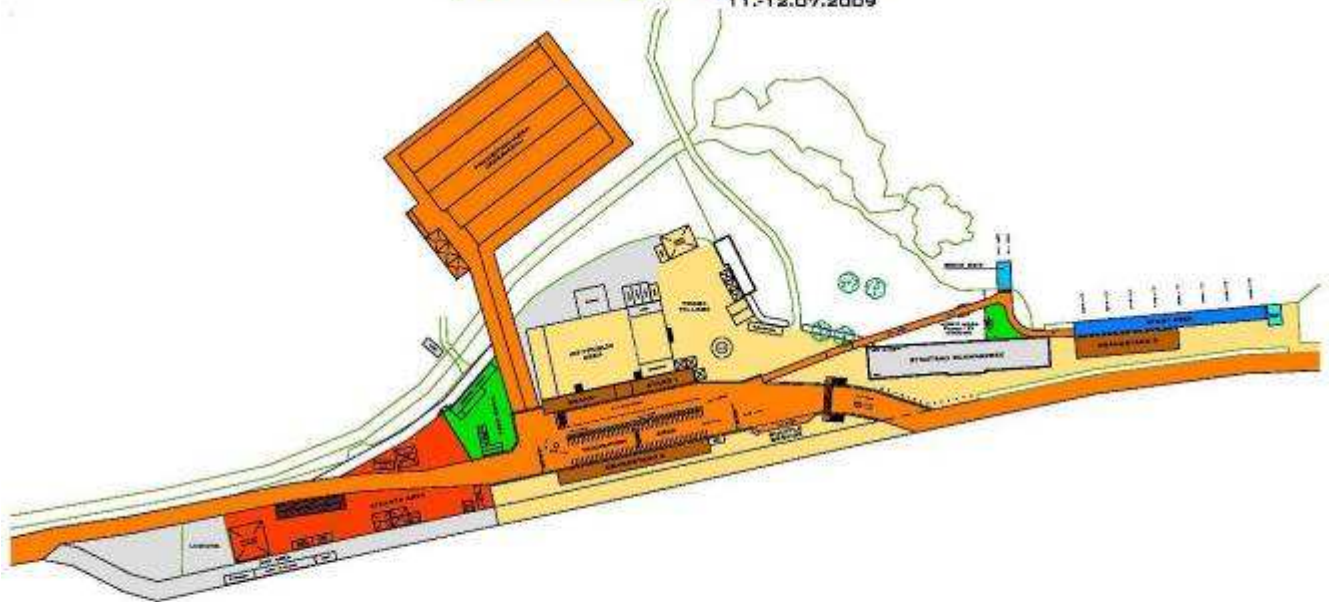


Pictures: KitzRunning network and signposts. Folder and course details available via www.kitzbuehel.com.

Race maps

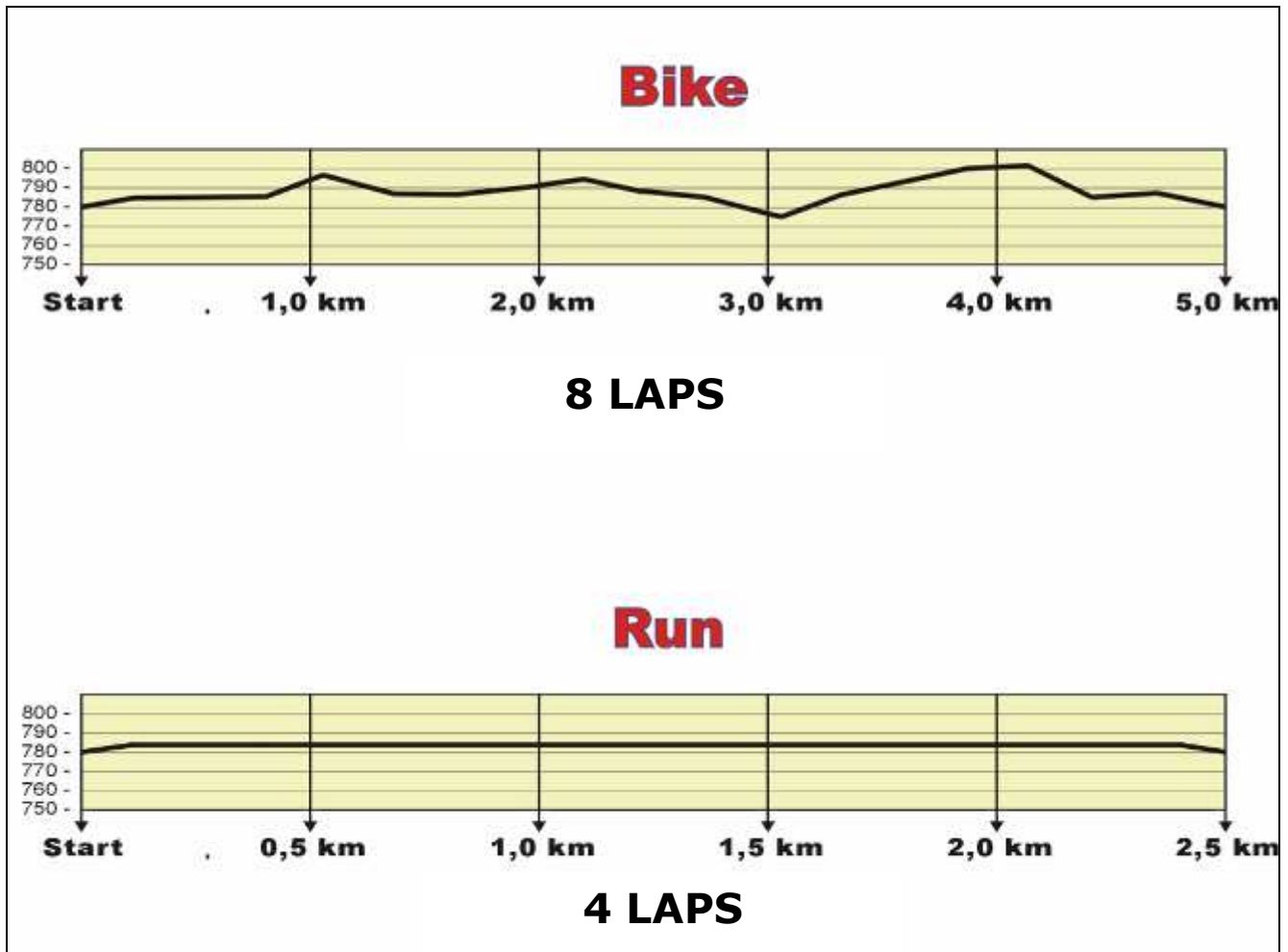
The race site is easily accessible and within walking distance from the city centre. For a taxi service, please contact the following number: +43 5356 66222.





Zone	Field of play and course to swim access. Transition area with channel for laps and finish.
Zone	Athlete area with lounge, bike storage facilities, food & beverages, ice boxes, tattoo, massage & away dressing rooms.
Zone	Media area & at the lake: Pre-start area
Zone	Pontoon, swim start
Zone	Swim exit
Zone	Trade village & public area

Height profile



Course specification

Swim Course

- :: 2 laps, counter-clockwise
- :: Exit on the designated ramp, run towards the start area, pass the cone, go into the 2nd lap



Bike Course

- :: Number of laps: 8
- :: Lap counter on the road adjacent to the transition area; bell on last lap



Left turn, street (width = 7m), flat section



Approx. 150 m long and technically challenging downhill. Protected by foamed material.



Uphill – S-curve, easy downward slope, mind the curve



Right turn, may be driven with high speed

Run course

- :: Number of laps: 4
- :: You will pass the same aid stations on each lap.
- :: There will be 2 U-turns per lap on the course.



Reversal point #1 at km 1, 3,5, 6, 8,5



Reversal point #2 at km 2, 4,5, 7, 9, 5



Additional information

A record total prize money of over USD \$3 million will be at stake in the battle to become triathlon's 2009 world champion. The Dextro Energy Triathlon - ITU World Championship Series Each World Championship event will offer a \$150,000 prize purse with the Grand Final winnings set at \$250,000. ITU Triathlon World Cup events will offer a minimum \$80,000 prize purse.

The World Champions will be declared at the end of the Series according to the ITU World Championship rankings. The year-end bonus pool of \$500,000 will also awarded at the end of the series after the Grand Final.

Prize Money Distribution

Position	World Cup*	World Championship	Grand Final	Bonus Pool
1	\$10,000.00	\$18,000	\$30,000	\$55,000
2	\$8,000.00	\$13,000	\$22,000	\$42,000
3	\$6,000.00	\$9,500	\$16,000	\$30,000
4	\$4,000.00	\$7,000	\$12,000	\$20,000
5	\$2,800.00	\$5,300	\$9,300	\$16,000
6	\$2,400.00	\$4,300	\$7,500	\$12,000
7	\$2,000.00	\$3,600	\$6,000	\$10,000
8	\$1,200.00	\$3,000	\$4,800	\$8,000
9	\$900.00	\$2,500	\$3,800	\$7,500
10	\$700.00	\$2,100	\$3,200	\$7,000
11	\$600.00	\$1,800	\$2,700	\$6,500
12	\$500.00	\$1,500	\$2,300	\$6,000
13	\$400.00	\$1,300	\$2,000	\$5,500
14	\$300.00	\$1,100	\$1,800	\$5,000
15	\$200.00	\$1,000	\$1,600	\$4,500
16				\$4,000
17				\$3,500
18				\$3,000
19				\$2,500
20				\$2,000

Competition rules: ITU competition rules apply www.triathlon.org

Payout: Athlete's Lounge, Sun at 4 p.m.

Race maps: available on the official websites

www.triathlon.kitz.net

Doping control

Doping control will be performed according to the ITU regulations and guidelines. In case you will be tested after the race, please remember: ID card or passport. Also, the team leader are kindly requested to carry the athletes passports on race day. Upon doping control notification the athletes should present their passports to the doping control officers.

Kitzbühel® - at a glance

POSITION: In the middle of the Tyrolean Alps at close distance to:
Innsbruck (100 km), Salzburg (80 km) and Munich (120 km).
ALTITUDE: 800 to 2.000 m above sea level

Dimension	Kitzbühel	Reith	Aurach	Jochberg
Inhabitants	8,544	1,695	1,203	1,540
Second Homes	1,065	293	126	251
Members	1,465	223	189	190

ACCOMMODATION STATISTICS:

Type of Lodging	Kitzbühel		Reith		Aurach		Jochberg	
	Number	Beds	Number	Beds	Number	Beds	Number	Beds
5/4* hotels	26	2695	1	196	0	0	2	120
3* hotels	24	1148	2	122	7	245	1	20
1 / 2* houses	28	634	4	288	2	178	7	103
Apartments	18	288	5	86	4	35	7	74
Private rooms	55	310	22	103	18	111	24	235
Farmhouses	16	109	15	144	10	73	8	47
Chalets/Huts	5	77	0	0	1	10	2	48
Private Apartments	93	553	34	164	19	75	34	195
Farmhouse Apartments	11	82	6	31	4	21	7	28
Others	1	18	0	0	0	0	1	5
Total	277	5914	89	1134	65	748	93	875

Region Kitzbühel total 524 accommodations and 8,671 beds

Camping ground with 250 sites

Additional beds: 1122 in the region Kitzbühel (643 Kitzbühel, 250 Reith, 102 Aurach, 127 Jochberg)

OVERNIGHTS: winter 2007/2008 576,793
summer 2007: 393,019

MARKET SHARES:

Summer 08:

D 43,29 %
A 17,14 %
GB 13,57 %
ITA 5,48 %
CH 5,36 %

Winter 07/08:

D 32,06 %
A 18,50 %
GB 16,18 %
NL 4,10 %
ITA 3,84 %

Useful information about Kitzbühel

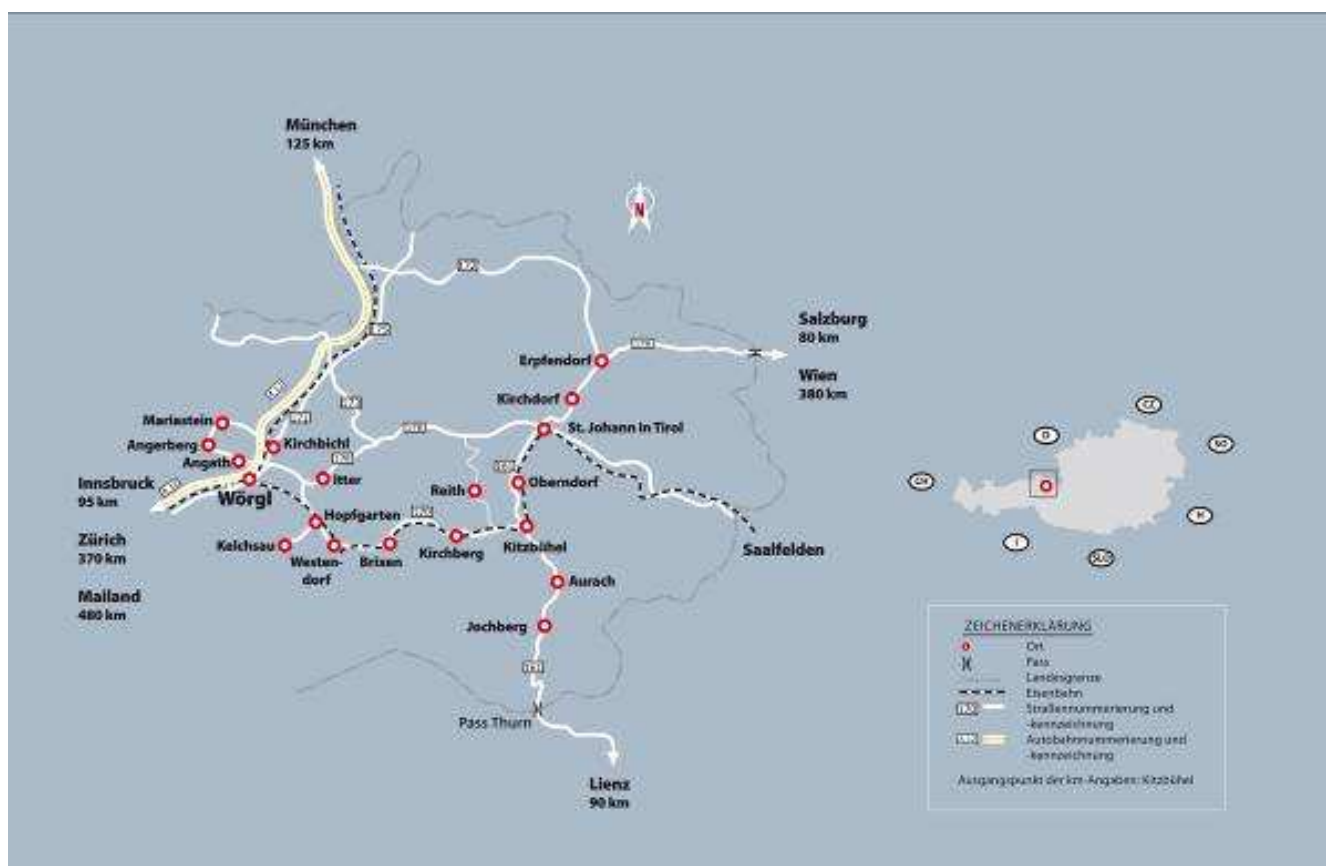
TOURIST INFORMATION

Hinterstadt 18, phone: 0043 (0) 5356 777
 info@kitzbuehel.com, www.kitzbuehel.com

ARRIVAL

Airport Munich 160 km
 Airport Salzburg 80 km
 Airport Innsbruck 100 km

Train International train station Kitzbühel, www.oebb.at
 Car Motorway „Inntal-Autobahn A12“ until Wörgl and then 30 km federal highway to Kitzbühel, www.viamichelin.com





TOWN HALL

Kitzbühel was granted a town charter in 1271 by Ludwig II. The building dates from 1531 and was converted into the town hall in 1548. The "Neutor" (now called the "Kirchberger Tor") was built around 1840. The present day building was erected in 1954/55. Near the entrance is a relief (sculpted by Franz Roilo) commemorating the ski pioneer and mayor Franz Reisch, who founded the winter sports resort of Kitzbühel in 1892/93

Mayor: Dr. Klaus Winkler, Hinterstadt 20, phone: 0043 (0) 5356 62161-0
stadttamt@kitzbuehel.at, www.kitzbuehel.com

BERGBAHN AG & CABLE CAR

Welcome to Kitzbuhel's skier's paradise!

From the first "ski circus" (1948) to the most spectacular 3S loop ropeway in the world (2004). For over 75 years, we have been providing the most modern winter pleasures in Kitzbuhel's huge ski area.

Pioneering work – often producing sensational innovations worldwide – that is tailored to provide maximum comfort, security and skiing fun to our guests.

The first to conquer the mountains! With this slogan, Bergbahn AG Kitzbühel, one the largest and most renowned ropeway companies in the world, emphasises its claim as an innovative leader as far as modernity, comfort, efficiency, and mountain pleasures are concerned.

Central office: Hahnenkammstraße 1a, phone: 0043 (0) 5356 6951 – 0, info@bergbahn-kitzbuehel.at, www.bergbahn-kitzbuehel.at

POST OFFICE

Josef-Pirchl-Straße 15, phone: 0043 (0) 5356 62712-0
pa.6370@pst.at

RAILWAY STATION (ÖBB)

Bahnhofplatz 1, information phone: 0043 (0) 05 17 17,
www.oebb.at

TOURIST AGENCY

Reisebüro Eurotours

Jochbergerstraße 18, phone: 0043 (0) 5356 606 - 0
office@eurotours.at, www.eurotours.at

Tiroler Landesreisebüro

Bichlstraße 9, phone: 0043 (0) 5356 629 01
kitzbuehel@tlr.at, www.gute-reise.at

BANK & MONEY EXCHANGE

Sparkasse Kitzbühel

Vorderstadt 14, phone: 0043 (0) 5356 600-0
office@sparkasse-kitzbuehel.at
www.sparkasse.at/kitzbuehel

Bank Austria - Creditanstalt AG,

Hornweg 1, phone: 0043 (0) 05 05 05-318 20

CASINO KITZBÜHEL

Hinterstadt 24, phone: 0043 (0) 5356 623 00

www.triathlon.kitz.net

Triathlonverein Kitzbühel

A-6370 Kitzbühel, Webergasse 9a

++43 / (0) 676 / 65 57 109

office-triathlon@kitz.net, www.triathlon.kitz.net



You receive for € 21,00 - Welcome chips worth € 25,00. French and American roulette, black jack, poker, slot machines with "Magic Five Jackpot" and "Mega Austria Jackpot". Every Wednesday Ladies Day. Opening hours: from 10th April 2007 - Live Game Area from 6 p.m., the slot machines further on from 3 p.m.

TAXI

Andis Taxi, phone: 0043 (0) 5356 66222, Day & Night Service, Airport Transfer

Taxi Aufschnaiter, phone: 0043 (0) 5356 69 69, Day & Night Service, Airport Transfer,

CAR RENTAL

Hertz, J-Pirchl-Straße 24. phone: 0043 (0) 5356 648 00

TOWING SERVICE, EMERGENCY SERVICES

ÖAMTC

St. Johannerstraße 70., phone: 0043 (0) 5356 658 29

ARBÖ

St. Johannerstraße 64a, phone: 0043 (0) 5356 648 41 .

Road service Rass

phone: 0043 (0) 5356 643 77

CAMPING

Reither Str., Nähe Schwarzsee, phone: 0043 (0) 5356 628 06.

MUSEUMS

Local museum

Hinterstadt 34 Tel. 0043 (0) 5356 672 74

Cable car museum

To celebrate "100 years of skiing in Kitzbühel" in 1993, the Bergbahn AG has unearthed various items of interest from its archives. The result is a museum unique in the Alps, situated at 1.700 m (5.600 ft) in the mountain station of the Hahnenkamm cable car. free entrance. Opening hours: daily from 10 am to 4 pm.

INTERNET CAFE

KITZ VIDEO INTERNET CAFÉ, Schlossergasse 10, Tel. 0043 (0) 5356 72427

10 Terminals, Laptop access, Printer, diskette drive, fax, copier

Price(s): 1 minute € 0.10, up to 10 min. € 1.00, 30 min. € 2.50, 60 min. € 5.00, 6 hours € 25.00,

RESTAURANTS / PIZZERIA

GALLO - CAFE, BAR, RESTAURANT, Rathausplatz 2, phone: 0043 (0) 5356 65862

Pizzeria Adria, Josef-Pirchl-Straße 17, phone 0043 (0) 5356 62729

Barrique, Hinterstadt 19, phone: 0043 (0) 5356 62658

Hochkitzbühel, Hahnenkamm, phone: 0043 (0) 5356 6951 230

COFFEE HOUSE

Tutto Italia, Hinterstadt 16,



Café Praxmair, Vorderstadt 17

IMPORTANT TELEPHONE NUMMBERS

Emergency call: rescue: 144, fire department: 122, police: 133

Race doctor: Dr. Michael Koprowski, phone: +43 (0) 5356 62416

Special sports physician: Dr. Helmuth Obermoser, Knappengasse 2, phone: 0043 (0) 63333

Specialist accident surgery: Dr. Sandor Topay, Hornweg 9, phone: 0043 (0)5356 66866 0

Ophthalmologist: Dr. Axel Schidlbauer, Bahnhofstr. 3, phone: 0043 (0) 5356 75095

Dentist: Dr. med. dent. Marc Laggner, Bahnhofstr. 3, phone: 0043 5356 63064

Gynaecologist: Dr. Bernhard Sachs, Hornweg 7, phone: 0043 (0) 5356 7252