



Showing our strength in managed transport

The challenge

First Travel Solutions (FTS) has a wealth of experience in providing transport to all sorts of pre-planned events and occasions.

In 2018, after supporting organisers on previous races we were approached to provide athlete and spectator transport for the Tenby Ironman.

Seamless and smooth transport operations are critical to the success of events and even more so when a competitor's performance depends on getting to the starting line on time.

Tenby is a small town and doesn't have the available space needed to accommodate the arrival of thousands of fans and spectators and we were tasked with delivering an out of town park and ride service connecting attendees and participants to the various event sites.



The bus shuttles ran on race day from 0430 in the morning to midnight

The solution

FTS set up a transport hub and park and ride facility at the nearby Carew Airfield and developed an operational plan that got athletes and fans to the swimming at Tenby Bay, the cycling at Saundersfoot and the final running stage in Tenby town centre.

The bus shuttles ran on race day from 0430 in the morning to midnight and FTS co-ordinated queuing and parking, the movement of equipment as well as people, the selling of tickets at all three transport locations and the rostering of ground and driver staff on this extremely long day.





Route planning and fleet usage was crucial as there were several low bridges and tight roads, particularly around Carew and Saundersfoot.



Additionally, a Saturday operation was required to allow participants to register, transport and store their equipment at the transition site and FTS ran numerous buses throughout the day between the airfield and Tenby Bay.



The result

FTS were delighted to continue their relationship with the Ironman events and the team worked intensely to make the Tenby event a success for all.

On the Saturday 500 athletes were provided with transport to the registration site and on Sunday well over 150 bus services were operated carrying 10,000 athletes and fans, getting everyone where they needed to be.

The operation was a great success and FTS are one of the key delivery partners for Ironman events across the UK.

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Event Transport Solutions