

Weihai X-traithlon Series and She Tri Challenge Conclude

The two-day triathlon weekend drew 1,090 athletes from 42 countries and regions, linking elite racing, mass participation and city tourism.

WEIHAI, SHANDONG, CHINA, August 31, 2026 /EINPresswire.com/ -- On August 30, the "Dayin Cup" [2026 China · Weihai X-traithlon Series](#) and the "She Tri" Pink X-traithlon Challenge were held at Zhihai Harbor Bay in Weihai, Shandong Province. A total of 939 triathletes and enthusiasts from 13 countries and regions took on a series of swimming, cycling and trail-running challenges along Weihai's coastal course, bringing the two-day 2026 Weihai international triathlon weekend to a close.

Within World Triathlon's official event system, the competition is listed as the 2026 China · Weihai X-traithlon Series. The full-distance X-traithlon covers 128 kilometers, including a 3-kilometer swim, 100 kilometers of cycling and a 25-kilometer mountain trail run, placing significant demands on athletes' endurance, pacing and all-round racing ability. In addition to the full-distance race, the event featured X-Relay, X-Sprint, X-Fun and Aquathlon formats, providing opportunities for participants of different ages and competitive levels.



Athletes race along Weihai's coastal cycling course during the 2026 China · Weihai X-traithlon Series.



An athlete competes in the trail-running section of the 2026 China · Weihai X-traithlon Series in Weihai, China.

The event was organized by the China Triathlon Sports Association, the Shandong Provincial Sports Bureau and the Weihai Major Sports Events Organizing Committee. It was hosted by the Weihai Municipal Sports Bureau and the People's Government of Huancui District, with Shandong Qilu Sports Industry Development Co., Ltd. serving as the independent operator. The program featured four race distances, five competition categories and 34 age groups, along with the Weihai Municipal Government Agencies Triathlon. For the first time, the women's X-traithlon competition was linked with the "She Tri" Pink X-traithlon Challenge, creating a more distinctive race experience for female triathlon enthusiasts. According to official information from Weihai, this marked the city's 16th high-level triathlon event at national level or above.

Champions were crowned across the various age groups following intense competition. Zhang Jiahao from Taiwan, China, won the men's X-traithlon 18–29 age-group title. According to information provided by the event organizer, Zhang said it was his first time racing in Weihai and that the challenging course left a strong impression on him. He described the Maotou Mountain section as both the most beautiful and the most difficult part of the course. "Winning the title is a major breakthrough for me," he said. The coastal and mountainous sections of the 128-kilometer race further highlighted the all-round physical demands of the Weihai X-traithlon.

The mass-participation long-distance event was also an important part of Weihai's international triathlon weekend. One day earlier, on August 29, the [2026 World Triathlon Championship Series Weihai](#) was held in the same city. World Triathlon defines WTCS as its flagship elite series, in which the world's leading triathletes compete across multiple stops for ranking points, podium positions and the annual world title. Weihai was the seventh stop of the 2026 WTCS season.



The waterfront venue for the 2026 Weihai international triathlon weekend, with national flags representing participating countries and regions.



Athletes exit the water during the swimming section of the 2026 China · Weihai X-traithlon Series.

The August 29 race attracted 151 elite athletes from 37 countries and regions, including three Olympic medalists. Switzerland's Max Studer won the men's race in 1:41:08 and successfully defended his Weihai title, while French Olympic champion Cassandre Beaugrand claimed the women's crown. World Triathlon reported after the race that the victory was Beaugrand's fourth consecutive WTCS win of the 2026 season, helping her maintain the lead in the women's series standings.



Athletes compete on an urban cycling section during the 2026 China · Weihai X-triathlon Series in Weihai.

From the WTCS competition among the world's leading professional athletes to the 939 participants taking on the X-triathlon challenges the following day, the two events created a continuous program spanning elite international racing and mass participation. According to event organizer statistics, a total of 1,090 athletes from 42 countries and regions competed in Weihai on August 29 and 30, bringing together international professionals, triathlon enthusiasts, accompanying family members and spectators over a single weekend.

Weihai's connection with triathlon has developed over many years. According to official Weihai reports, World Triathlon presented the city with a Special Contribution Award during this year's opening activities. Weihai is also among the earlier cities in Asia to host world-class long-distance triathlon events and has continued to stage international and national-level competitions. Local media have long highlighted the coastal course as a scenic route highly regarded by World Triathlon, while this year's events once again connected Zhihai Harbor Bay, urban streets, coastal roads and mountainous sections within the same race environment.

The impact of the events also extended beyond the race course into the city's consumer economy. According to organizer statistics, 90% of participants came from outside Weihai. Large numbers of athletes, accompanying family members and spectators visited the city during the event period, supporting demand for hotels, homestays, seafood restaurants, coastal tourism and local retail.

The event also partnered with the Qixia Street district to create the "Wei Tri Village" triathlon sporting goods expo, bringing together sports equipment displays, sporting consumption, food and beverage offerings and city experiences. Organizer data showed that visitor traffic on Qixia Street during the event was approximately 15% higher than on ordinary days.

The "sports events + city consumption" model is also part of Weihai's broader efforts to develop

its event economy. In 2026, the Weihai Municipal Sports Bureau, Commerce Bureau and Culture and Tourism Bureau jointly launched the "Travel with Sports Events" initiative. A total of 73 partner attractions, businesses and consumption venues were recruited around major sporting events, offering incentives across tourism, dining and retail to encourage athletes and accompanying visitors to further explore and spend within the city.

For many athletes and spectators, triathlon also became a way to discover Weihai as a coastal destination. According to information provided by the event organizer, Ms. Zheng from Shenyang visited Weihai for the first time while accompanying her husband, who was competing in the triathlon. She said she was excited to see a number of internationally recognized triathlon stars at the World Championship event on August 29 and was also impressed by Weihai's natural environment. She said she hoped to return to Weihai for another visit.

Max, a triathlon enthusiast from France, did not compete but traveled to Weihai specifically to watch the races because of his passion for the sport. He said both the competition and Weihai's urban and natural environment left a strong impression on him, adding that he would recommend the city to more friends.

From the WTCS Weihai race featuring the world's leading athletes on August 29 to the X-triathlon series covering different ages and competitive levels on August 30, Weihai is seeking to connect professional competition, mass participation, city tourism and sports-related consumption within a more complete event experience. As its triathlon event IP continues to develop and sports, tourism and commercial activities become increasingly integrated, triathlon is evolving in Weihai from a single competition into a platform for international sporting exchange, city branding and consumer activity.

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