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FOR IMMEDIATE RELEASE

FOLLOWING A 15.6% INCREASE IN ATTENDANCE IN 2025, SPARTAN TRIFECTA WEEKEND RETURNS TO SLO CAL NOVEMBER 7-8, 2026

Supporting destination partners Visit Atascadero and Visit San Luis Obispo join Visit SLO CAL in welcoming racers and spectators to Historic Santa Margarita Ranch.



***San Luis Obispo County, California,* November 5, 2026 –** Visit SLO CAL, the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL), returns as the title sponsor of the 2026 SLO CAL Spartan Trifecta Weekend on November 7 and 8 at Santa Margarita Ranch. Supporting partners include Visit Atascadero and Visit San Luis Obispo. Purchase tickets at Spartan.com.

The 2025 Spartan Trifecta Weekend drew 8,772 attendees, including 7,365 racers, 815 spectators and 592 volunteers, a 15.6% increase from 7,587 attendees in 2024. Racer participation also increased 14.7% from 2024 to 2025. In a post-event survey, 67.7% of 2025 respondents reported staying in a hotel, motel or vacation rental, while 56% of surveyed racers reported staying two or more nights.

"We're pleased to partner with Visit Atascadero and Visit San Luis Obispo to welcome both participants and spectators to SLO CAL and inspire a return trip," said Cathy Cartier, President & CEO of Visit SLO CAL. "Spartan Trifecta Weekend brings thousands of attendees traveling from outside the county, creating opportunities to support the local businesses of SLO CAL, drive overnight stays and showcase the outdoor experiences that make the region special."

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As the title sponsor, Visit SLO CAL will offer one participant the chance to win a prize package valued at approximately $1,000, including a $500 lodging gift card to a SLO CAL hotel of the winner's choice, dining gift cards to SEEDS and Petra in San Luis Obispo and a Zip 'N Sip experience for two with Margarita Adventures at Santa Margarita Ranch. Participants can enter at the Visit SLO CAL booth during race weekend.

Racers can enjoy discounted stays across Visit SLO CAL's partner communities. Browse the latest offers at slocal.com/deals-packages.

The Spartan Trifecta Weekend gives racers the opportunity to complete a Trifecta by participating in the Sprint 5K, Super 10K, Beast 21K and Ultra 50K. The weekend also offers Spartan Trail Races on November 8, including a 50K, 10K and half marathon.

To view the complete schedule, visit Spartan.com. For more information about Visit SLO CAL and Spartan Race, visit slocal.com/events/signature-events-festivals/spartan-race or email Mayla Lohnes, mayla@slocal.com.

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ABOUT VISIT SLO CAL:
Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 80 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California's most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area's reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL's unique charm to travelers from around the world. For more information, visit slocal.com.

ABOUT SPARTAN:
Founded in 2010 by endurance athlete and entrepreneur Joe De Sena, Spartan is a global endurance and obstacle course racing brand dedicated to helping people live without limits. Born on a rugged farm in Vermont, Spartan challenges participants to build physical and mental strength, develop resilience and push beyond their perceived limits. What began as a single obstacle course race has grown into a worldwide community spanning more than 30 countries, with events ranging from 5K obstacle course races to 50K endurance challenges. Through racing and training, Spartan inspires people to embrace challenges, build grit and discover what they are capable of. For more information, visit spartan.com.

ABOUT SANTA MARGARITA RANCH:
The historic Santa Margarita Ranch was established in 1841 and originally covered 17,000 acres. Today, the 14,000-acre ranch is among California's oldest continuously operating cattle ranches and is owned by three local winegrowing and ranching families, the Filipponis, Rossis and Wittstroms, who have maintained its tradition of hospitality while preserving its role as a working cattle ranch and a world class vineyard. Nestled between rugged mountains and rolling hills, Santa Margarita Ranch offers a private airstrip, a picturesque vineyard, an antique train, five ziplines, equestrian facilities and more. For more information, visit historicsantamargaritaranch.com.