

2026 LAKE COUNTRY TRIATHLON

SPECTATOR GUIDE



SATURDAY, JULY 25, 2026

City Beach | Oconomowoc, Wisconsin

[Official Race Website](#)

WELCOME

Eleven years strong in the heart of Lake Country

Welcome to the 2026 Lake Country Triathlon!

The race begins in the clear waters of Lac La Belle, continues through the rolling glacial landscape northwest of Oconomowoc, and finishes with a run through neighborhoods along the lake. The Lake Country Triathlon welcomes first-time triathletes while still providing an honest challenge for experienced athletes.

Spectators are a big part of the experience. A well-timed cheer, a cowbell, or a sign that is only mildly embarrassing can completely change an athlete's day. This guide will help you find the best viewing areas while keeping athletes, residents, volunteers, and yourself safe.

I TRI, THEREFORE I AM

The Lake Country Triathlon was re-established in 2015. Athletes from across the United States, Canada, and Europe have traveled to Oconomowoc for this one-of-a-kind endurance experience.

RACE AT A GLANCE

Event	Swim Bike Run	Start	Age
Sprint	400 m 14.3 mi 3.1 mi	6:30 AM	16+
Half Iron	1900 m 56 mi 13.1 mi	Approx. 6:35 AM	18+
Olympic	1500 m 25.6 mi 6.2 mi	Approx. 6:45 AM	16+
Relays	Sprint, Olympic & Half distances	Same as distance	Varies

ROLLING SWIM START

Sprint athletes enter first, followed by Half Iron and Olympic athletes. Groups of approximately 3 to 4 athletes enter the water every few seconds.

Alan Halfen | Race Director

WEEKEND SCHEDULE

Preliminary spectator-friendly timeline

IMPORTANT

Race details may be adjusted as race day approaches. Check the official race website and pre-race emails for final instructions.

SCHEDULE

MONDAY, JULY 20 – THURSDAY, JULY 23, 2026			
Start	End	Event	Location
Thursday 11:00am - 1:00pm		Athlete Check-In	SCSE Global Headquarters (1327 Wall Street, Oconomowoc, WI 53066)

FRIDAY, JULY 24, 2026			
Start	End	Event	Location
4:00 pm	7:00 pm	Athlete Check-In	Cornerstone Sports Pub and Eatery (24 S Main Street, Oconomowoc, WI 53066 – See Map)
4:00 pm	7:00 pm	Bike Check-In	Transition – Community Center Parking Lot You must be checked in to enter. Friends and family are not permitted in transition.
NA	NA	Athlete Briefing	NA – Virtual Overview (the race director/or designee will be available during packet pickup for questions)

Saturday, July 25, 2026 – Race Day!			
Start	End	Event	Location
5:00 am	6:15 am	Athlete Check-In	Finish Line Corral (City Beach)
5:00 am	6:30 am	Bike Check-In / Transition Open	Transition – Community Center Parking Lot
5:00 am	6:30 am	Body Marking	City Beach – Near Band Shell
5:45 am	6:05 am	Swim Warmup	City Beach
6:15 am		Sprint Swim Starts	City Beach
6:40 am		Half Swim Starts	City Beach
6:50 am		Olympic Swim Starts	City Beach
11:00 am		Bike Support Ends	Bike Course
8:30 am*	3:00 pm	Bike Check-Out / Transition Open	Transition – Community Center Parking Lot
*Bike check-out will be available for SPRINT athletes once all Olympic and Half Iron athletes have left transition for the bike leg of the race. While we will work with athletes to remove their bikes & gear from transition once they finish, our priority is those athletes still on course and we may close transition if needed to ensure the integrity of the race for those athletes still on course.			
2:30 pm		Run Course Closes / Course Support Ends	Run Course
The race will officially end 7 hours and 30 minutes after the last athlete starts the race			

Please note that while we will do everything in our power to keep this schedule, there may be some slight changes that occur before race day. If any timeline changes do occur, we will update the schedule and send direct communications to athletes about those changes.

RACE SITE, PARKING & TRAFFIC

Plan your arrival before the roads get busy

RACE ADDRESS

City Beach
304 W. Wisconsin Ave.
Oconomowoc, WI 53066

Downtown Oconomowoc is approximately 30 miles west of Milwaukee and 45 miles east of Madison. From I-94, take Exit 282 and travel north toward downtown.



RACE WEBSITE

PARKING

- Free public parking is available throughout downtown Oconomowoc, and most public lots are within walking distance of City Beach.
- Additional parking may be available on city streets where legally permitted.
- Do not park in private stalls or areas marked no parking by the City, police, race staff, or downtown businesses.
- Leave extra time to walk. The closest parking space is not worth becoming the unofficial fourth event of the triathlon.

ROAD CLOSURES & ACCESS

- West Wisconsin Avenue adjacent to City Beach will be closed for the event.
- Posted detours will route eastbound and westbound traffic around the race site.
- Follow law enforcement, public works, volunteer, and event staff instructions.
- Do not drive on the bike or run course.

ATHLETE-ONLY AREAS

Only registered athletes may enter transition. The finish chute, swim-exit path, and other controlled race areas may also be restricted. Please follow staff and volunteer instructions.

Downtown Oconomowoc



SPECTATOR RULES

Cheer loudly. Stand safely. Do not become part of the course.

Stay Off the Course

Cheer from sidewalks, grass, or designated viewing areas. Never stand in the roadway, swim-exit path, mount line, dismount line, or finish chute.

No Outside Aid

Do not hand athletes food, drinks, clothing, equipment, or other aid unless race staff specifically allows it.

Drive Slowly

If you travel near the bike course, obey every traffic law and instruction from law enforcement or race officials.

Park Completely Off-Road

Do not block traffic, athletes, driveways, mailboxes, intersections, or private property.

Respect Residents

Keep noise reasonable near homes, particularly early in the morning. Remove all trash when you leave.

Keep Moving Athletes Clear

Never run alongside cyclists or step into the course for a photo. The perfect picture is not worth a collision.

Pets & Children

Pets are NOT permitted at the event. Please keep children close. Do not allow them to enter the course or athlete-only areas.

Follow Staff Directions

Course conditions change. Event staff and law enforcement instructions always take priority over this guide.

THE GOLDEN RULE

Your job is to make the athlete feel like a superstar without making the race director learn your name for the wrong reason.

WATCHING THE SWIM

A3 Performance Swim Course

A3 Performance Swim Course

The swim takes place in Lac La Belle and begins at City Beach. Sprint athletes complete one clockwise lap around the southern orange buoys. Olympic and Half Iron athletes complete two clockwise laps on their respective courses.

City Beach

The best view of the rolling start, swim action, and athlete exit. Stay out of the athlete staging area and keep the swim-exit path completely clear.

Veterans Memorial Park

Located west of N. Main Street, a short walk from City Beach. This location provides another view of swimmers completing their laps.

Swim Exit

Line the designated spectator side of the exit path and cheer athletes toward transition. Do not cross the path once athletes are in the water.

Rolling Start

Sprint enters first, then Half Iron, then Olympic. Athletes enter in small groups every few seconds, so the start will continue for several minutes.

Official Swim Map

Sprint: 400 m | Olympic: 1500 m | Half Iron: 1900 m

Review the buoy colors, lap requirements, swim start, swim exit, and route to transition. The map linked here is the current official map published on the race website.

[Open the Swim Map](#)



SCAN FOR MAP

WATER SAFETY

Spectators must follow all lifeguard, water-safety, police, volunteer, and event staff instructions. Keep docks, emergency access points, and shoreline response areas open.

A3 PERFORMANCE SWIM COURSE

Half Iron: 2 Laps | 1900 m Olympic: 2 Laps | 1500 m Sprint: 1 Lap | 400 m

Sprint route: clockwise around the southernmost two orange corner buoys.



Updated for 2026

WATCHING THE BIKE

Ridgeway Woodworks Bike Course

All three bike courses travel west from City Beach into the rolling glacial landscape surrounding Oconomowoc. The courses are open to traffic. Spectators vehicles are NOT permitted on the course at any time.

BEST VIEWING AREAS

W. Wisconsin Avenue

See cyclists leave City Beach and return to transition without driving onto the course. This is the easiest and safest bike-viewing option.

Sugar Island / County Hwy O

A traditional viewing area with nearby legal street parking. Athletes arrive after climbing and will appreciate the support.

Wiley Road Hill

A challenging section for Olympic and Half Iron athletes. Cheer from a safe off-road area and respect the residents at the top of the hill.

Branch Road Merge

All distances eventually merge near Branch Road. This is not a recommended roadside viewing area unless directed by race staff due to athlete and vehicle traffic.

BIKE COURSE OVERVIEW

Course	Distance	Elevation	Bike Aid
Sprint	14.3 miles	371 ft ascent	None
Olympic	25.6 miles	739 ft ascent	None
Half Iron	56 miles	1,837 ft ascent	Approx. miles 17 & 41

BIKE COURSE SAFETY

Never drive beside an athlete, stop in the traffic lane, make an unexpected U-turn, or stand near an intersection controlled by volunteers or law enforcement.

SPRINT BIKE COURSE

Current official map and spectator notes

Sprint Bike Map

1 loop | 14.3 miles | 371 ft ascent

Sprint cyclists travel west on W. Wisconsin Avenue, follow Ski Slide, Lang, Pennsylvania, McMahon, and Branch roads, then return to transition. The route merges with Olympic and Half Iron cyclists near Branch Road.

[Open the Sprint Bike Map](#)



SCAN FOR MAP

SPECTATOR NOTES

- W. Wisconsin Avenue is the best location to see Sprint cyclists leave and return.
- Avoid parking near the Branch Road merge, where athletes from all distances come together.
- Sprint athletes do not have a bike aid station and may be moving quickly on the return to Oconomowoc.
- Keep intersections and road shoulders clear for emergency and event vehicles.

CURRENT MAP

Use the QR code or link above for the official 2026 Sprint bike map. Course signs and volunteers help guide athletes, but spectators should not attempt to direct riders.

OLYMPIC BIKE COURSE

Current official map and spectator notes

Olympic Bike Map

1 loop | 25.6 miles | 739 ft ascent

Olympic cyclists continue beyond the Sprint split, travel through the rural landscape north and west of Oconomowoc, and return through Wiley Road, County Hwy CW, Ski Slide Road, and Branch Road.

[Open the Olympic Bike Map](#)



SCAN FOR MAP

SPECTATOR NOTES

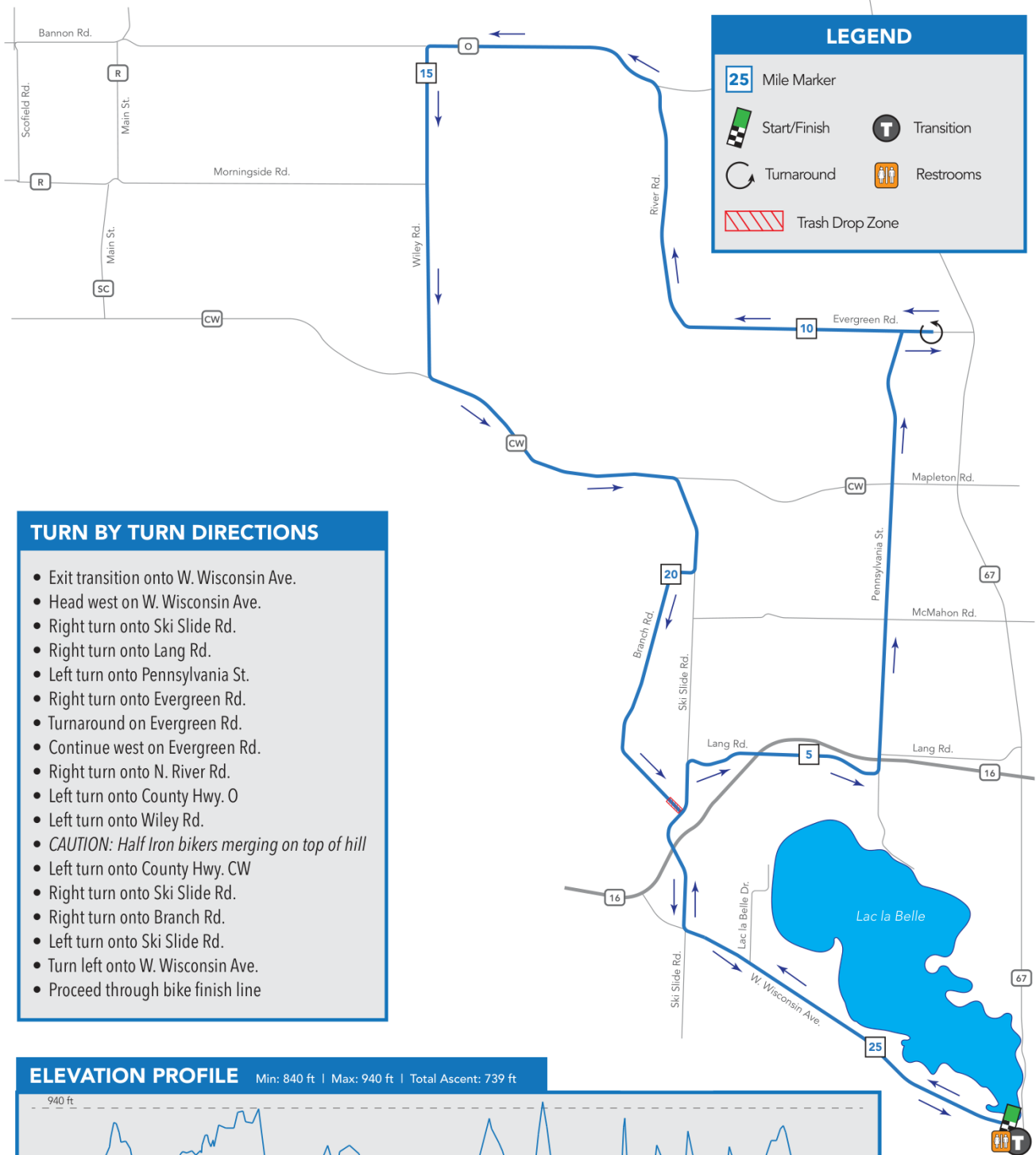
- Sugar Island / County Hwy O and Wiley Road Hill are traditional viewing areas for Olympic athletes.
- Olympic and Half Iron cyclists merge near the top of Wiley Road. Stay off the roadway and away from the intersection.
- Olympic athletes do not have a bike aid station; do not provide outside aid.
- Drive in the opposite direction of athlete travel when practical so cyclists remain on the far side of the road.

COURSE ETIQUETTE

Cheer like they are winning the Tour. Park like you are taking a driver's test.

OLYMPIC BIKE COURSE

1 Loop | 25.6 Miles | 739 ft Ascent



Updated: 052626

HALF IRON BIKE COURSE

Current official map and spectator notes

Half Iron Bike Map

2 loops | 56 miles | 1,837 ft ascent

Half Iron cyclists complete the western loop twice before returning toward Oconomowoc. The course includes aid near miles 17 and 41 and several merging points with Olympic and Sprint athletes.

[Open the Half Iron Bike Map](#)



SCAN FOR MAP

SPECTATOR NOTES

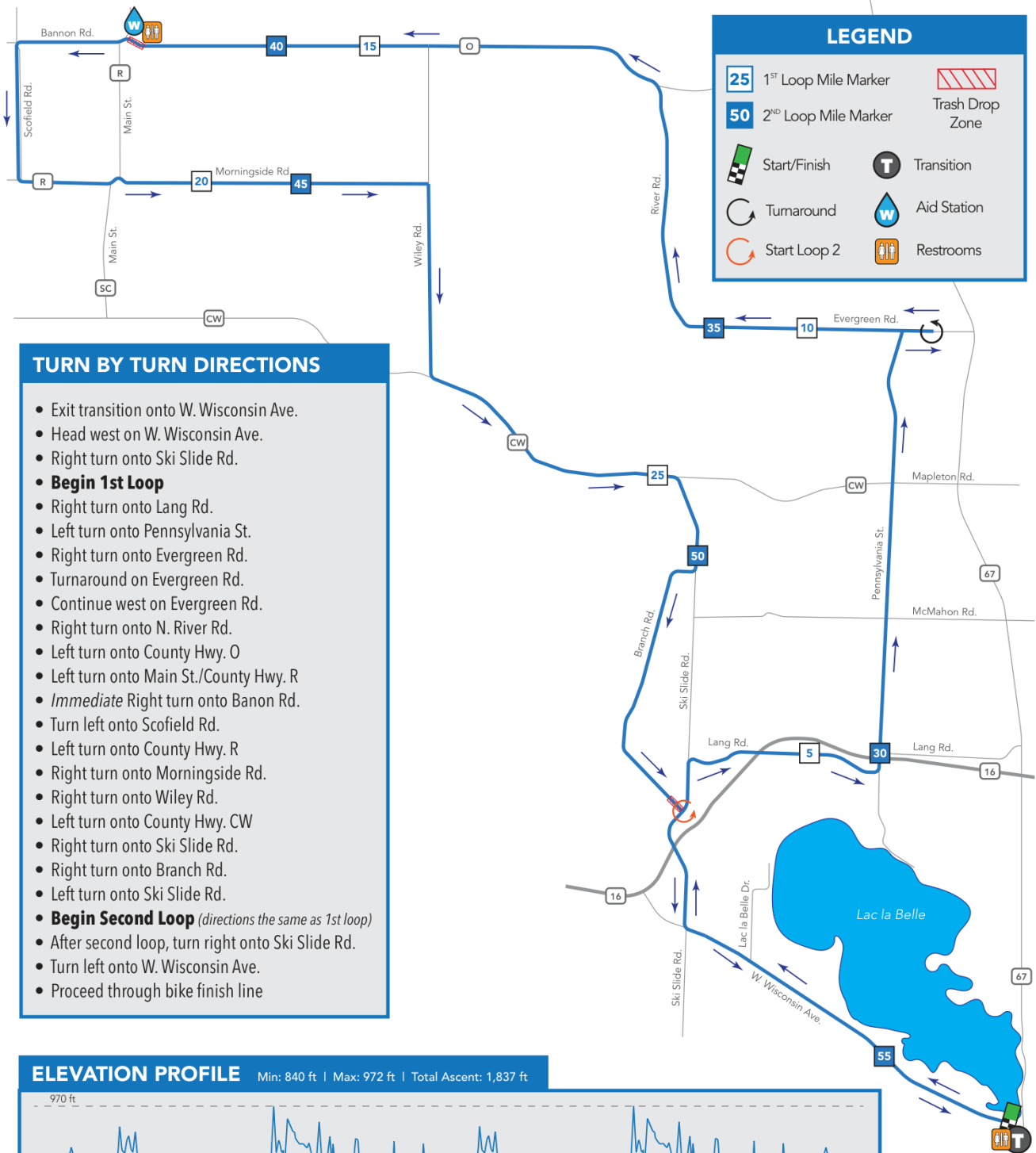
- Half Iron athletes will remain on the bike course much longer than Sprint and Olympic athletes.
- Sugar Island and Wiley Road Hill provide opportunities to see athletes during the longer course.
- Do not enter or park near the bike aid station. It must remain clear for athletes, volunteers, bathrooms, and support vehicles.
- Because athletes complete two loops, confirm timing before relocating. Your athlete may pass the same area more than once.

NO SUPPORT CREWS

Spectators may not hand bottles, food, tools, clothing, or equipment to athletes. You are there to cheer, not audition as a Tour de France mechanic.

HALF IRON BIKE COURSE

2 Loops | 56 Miles | 1,837 ft Ascent



Updated: 052626

WATCHING THE RUN

VisitOcon.com Run Course

The run leaves transition on W. Wisconsin Avenue and follows an out-and-back route through neighborhoods along the southern shore of Lac La Belle. Sprint and Olympic athletes complete one out-and-back. Half Iron athletes complete two.

W. Wisconsin Avenue The best all-around viewing location. Athletes pass heading out and returning to City Beach. Stay on the sidewalk or grass.	Near City Beach See athletes begin the run and enter the finish chute. Keep transition entrances, the roadway, and the chute clear.
Neighborhood Viewing Cheer from public sidewalks or approved grassy areas. Do not block driveways or enter private property.	Half Iron Lap Two Half Iron athletes complete the route twice. Follow course staff instructions near the lap and finish split.

RUN COURSE OVERVIEW

Course	Distance	Elevation	Format
Sprint	3.1 miles	30 ft ascent	1 out-and-back
Olympic	6.2 miles	88 ft ascent	1 out-and-back
Half Iron	13.1 miles	271 ft ascent	2 out-and-backs

RUN COURSE RULE

Stay on the sidewalk or grass and keep the roadway clear. Athletes may wear headphones, so do not assume they can hear you approaching or calling from behind.

OFFICIAL RUN MAPS

Scan the map for the distance you are following

Sprint Run Map

1 out-and-back | 3.1 miles | 30 ft ascent

Sprint athletes travel west on W. Wisconsin Avenue, turn near Mary Lane, and return to the finish line at City Beach.

[Open the Sprint Run Map](#)



SCAN FOR MAP

Olympic Run Map

1 out-and-back | 6.2 miles | 88 ft ascent

Olympic athletes continue through the neighborhoods along Lac La Belle before turning on Hillendale Drive and returning to City Beach.

[Open the Olympic Run Map](#)



SCAN FOR MAP

Half Iron Run Map

2 out-and-backs | 13.1 miles | 271 ft ascent

Half Iron athletes complete the Olympic-style out-and-back twice. Confirm whether your athlete is beginning lap two or heading into the finish chute.

[Open the Half Iron Run Map](#)



SCAN FOR MAP

AID STATIONS

Four run aid stations are positioned along the course. Athletes pass them multiple times depending on distance. Spectators must keep aid-station approaches and exits clear.

OLYMPIC RUN COURSE

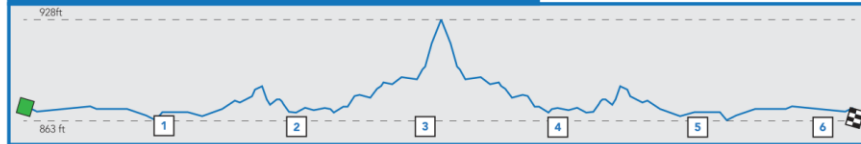
1 Out & Back | 6.2 Miles | 88 ft Ascent

TURN BY TURN DIRECTIONS

- Exit transition onto W. Wisconsin Ave.
- Head west on W. Wisconsin Ave.
- Right turn onto Mary Ln.
- Left turn onto Mary Ln.
- Left turn onto Lac la Belle Dr.
- Right turn onto Hillendale Dr.
- **Turnaround on Hillendale Dr.**
- Left on Lac la Belle Dr.
- Right turn onto Mary Ln.
- Right turn onto Mary Ln.
- Left turn onto W. Wisconsin Ave.
- Left turn to finish line.

ELEVATION PROFILE

Min: 863 ft | Max: 928 ft | Total Ascent: 88 ft



HALF IRON RUN COURSE

2 Out & Backs | 13.1 Miles | 271 ft Ascent

TURN BY TURN DIRECTIONS

- Exit transition onto W. Wisconsin Ave.
- Head west on W. Wisconsin Ave.
- Right turn onto Mary Ln.
- Left turn onto Mary Ln.
- Left turn onto Lac la Belle Dr.
- Right turn onto Hillendale Dr.
- **Turnaround on Hillendale Dr.**
- Left on Lac la Belle Dr.
- Right turn onto Mary Ln.
- Right turn onto Mary Ln.
- Left turn onto W. Wisconsin Ave.
- **Begin Second Lap** (directions that same as 1st lap)
- After finishing 2nd lap, left turn to finish line.

ELEVATION PROFILE

Min: 863 ft | Max: 953 ft | Total Ascent: 271 ft



LEGEND

- 2 Mile Marker
- Start/Finish
- Turnaround
- Transition
- Restrooms
- Aid Station

FINISH LINE & POST-RACE

Where the hard work turns into medals, fruit, and highly questionable walking

Finish Chute

Cheer from outside the barricades and keep the chute exit open. Do not enter the chute to meet an athlete.

Finisher Items

All finishers receive a custom medal, race bib, and official finisher shirt, subject to registration and shirt availability policies.

Fresh Fruit Bar

The free post-race Fresh Fruit Bar includes fresh fruit and recovery favorites such as pickle juice, lemon water, and cucumber water. Please note this is only available to participating athletes.

Results & Photos

Official results and race photos will be available through the RunSignup race website.

Transition Reopening

Transition reopens after the final runner has left T2. Athletes must follow staff instructions before removing a bicycle.

Medical Support

Notify race staff immediately if an athlete or spectator needs medical assistance. Keep emergency access lanes clear.

SPECTATOR RACE-DAY CHECKLIST

- Know your athlete's distance, approximate swim time, and expected bike/run pace.
- Review the course maps in this guide and save the live map links before arriving.
- Choose a meeting location for after the race. Cell service and common sense occasionally take race morning off.
- Bring weather-appropriate clothing, water, sunscreen, and patience.
- Keep cowbells, signs, cameras, children, and pets out of the course.
- Check the race website for final updates before leaving home.

POST-RACE MEETING

Do not make the finish chute your family reunion location. Pick a visible landmark away from athlete flow and medical operations. Spectators are not allowed in the athlete zone.

THINGS TO DO IN TOWN

Explore Oconomowoc before and after the race



Explore the many things to do in Oconomowoc on a bicycle, motorcycle, or just your own two feet. Oconomowoc is a favorite local vacation spot in the heart of Lake Country, surrounded by many avenues that allow you to get out and explore.

Places to Eat & Drink

Oconomowoc offers something for every palate. Whether it's ethnic fare or traditional favorites, you'll find authentic Mexican, Irish fare, gelato, seafood, steaks, bistros, and unique eateries.

[Explore Oconomowoc's restaurant directory.](#)

Places to Shop

Downtown Oconomowoc is full of boutiques, art galleries, retail, clothing, and more. Beyond downtown, you'll find additional shopping in the Whitman Park area, Brown Street, and Pabst Farms.

[Explore the shopping directory.](#)

PLACES TO STAY IN OCONOMOWOC

Hotels, suites, inns, and extended-stay options

From hotels and suites to cozy inns and B&Bs, there are many lodging options during your visit to Oconomowoc, Wisconsin.

Hilton Garden Inn Oconomowoc

**1443 Pabst Farm Cir
Oconomowoc, WI**

Located next to I-94 in Pabst Farms, the Hilton Garden Inn is within walking distance of cafes, dining, and shopping. It is popular with business travelers and is located near the Oconomowoc Business Park, Aurora Medical Center, and approximately 20 miles from Milwaukee. The hotel offers 100 guestrooms, two meeting rooms, and 1,148 square feet of event space.

MORE PLACES TO STAY

Staybridge Suites

**1141 Blue Ribbon Dr.
Oconomowoc, WI**

Staybridge Suites is an upscale extended-stay hotel located just off I-94 at Hwy 67, across from Aurora Medical Center and Wisconsin Harley-Davidson. Its 128 residential-style suites are designed for stays ranging from one night to a year. The hotel is pet-friendly for animals under 80 pounds.

Vacation Owners Association Inc. at Olympia

**985 Regent Rd #521
Oconomowoc, WI**

One-, two-, and three-bedroom timeshare units are available and are fully furnished with TVs, stocked kitchens, towels, linens, and charcoal grills on outdoor patios.

PLAN YOUR VISIT

VisitOcon.com provides current dining, shopping, lodging, recreation, and community-event information.

[Explore Oconomowoc at VisitOcon.com](https://www.visitocon.com)



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NORTH POINT
CHIROPRACTIC

RESILIENCE RX
P H Y S I C A L T H E R A P Y



THANK YOU TO OUR RACE SPONSORS!

COMMUNITY PARTNERS & FINAL INFORMATION

A race this size takes more than cones and enthusiastic yelling

Special thanks to the municipalities, county agencies, law enforcement, fire/EMS, public works teams, residents, volunteers, and businesses that help make the Lake Country Triathlon possible.

 Town of Ixonia	 Town of Lebanon	 Dodge County	 City of Oconomowoc
	 Jefferson County	 Waukesha County	 Village of Lac La Belle

FINAL UPDATES

Information in this guide is current as of June 25, 2026. Course, parking, schedule, and race-site details may change. Check the official website before race day.

Owned, produced, timed & managed by
SILVER CIRCLE SPORTS EVENTS, LLC

Race Director: [Alan Halfen](#)

[Lake Country Triathlon Official Website](#)