



## **NIRVANA NAMED OFFICIAL TRAVEL PARTNER OF SPARTAN WESTERN EUROPE OFFERING END-TO-END SPORTS VACATION EXPERIENCES**

[Nirvana](#) has partnered with [Spartan](#), the world's leading endurance and extreme wellness brand, becoming its "Official Travel Partner" in Western Europe. The partnership will provide racers with a variety of high-quality travel, accommodation and on-site experiences – for Spartan's 28 event weekends across the 11 countries in the Western European region during the 2021 season.

**"The whole team at Nirvana are extremely proud to have been appointed Official Travel Partner of Spartan in Western Europe,"** said Nigel Morris, Managing Director, Nirvana. **"This new and exciting relationship really helps us to continue our expansion into the sports endurance market."**

The end-to-end travel experience Nirvana will offer Spartan athletes include special race-day accommodations with priority registration and bag check, course previews, spectator activities and warmups with Spartan certified coaches. Pre- and post-race features surrounding events include activities such as local tours, spa treatments, dinners and additional concierge services.

**"We have provided travel, accommodation and logistical infrastructure to some of the world's biggest events and have built our reputation as a sports travel specialist,"** added Morris. **"We look forward to contributing to the future success of Spartan, in providing the highest levels of customer service and support to competitors, friends and family on their Spartan event journey."**

Nirvana's services are acclaimed by sports men and women at all levels, from world champions to charity fun runners. The company is an established partner of Ironman Europe, World Triathlon, GB Paralympics and more.

**"Our athletes are ready to get back on the course, and we're excited to host events in 11 Western European countries next year, including two new destinations - Slovenia and Denmark,"** said Emily leRoux, Director of Global Partnerships at Spartan. **"Spartans love adventure, new horizons and opportunities to explore, and with this in mind we're thrilled to join forces with Nirvana Europe, an industry leader that stands for professionalism and passion. This is an exciting journey, and we look forward to inspiring our racers and spectators to travel the Spartan world with Nirvana."**



"Whether it be a trip to the beautiful ski resort of Kranjska Gora in Slovenia, the opportunity to take on a Spartan Trail race in Carcassonne or a breath-taking race weekend in the mountains of Verbier we are delighted to work with Nirvana to create fulfilling experiences for our community," said Benjamin Hoehler, COO of Spartan's Western European Operating Partner - XCHANGE Sport & Event AG. "We aim to amaze every racer and provide activities for spectators and family, guaranteeing an experience with incredible memories."

For more information visit: [www.nirvanaeurope.com/en/events/spartan](http://www.nirvanaeurope.com/en/events/spartan)

Spartan is a global experiential sport and wellness brand with a 10 million+ strong community. We create transformational experiences, products, and content to help people, companies and teams tear down boundaries and expand what they believe to be possible. Spartan combines large scale global events with a vibrant digital Content and Community Platform. With 250 events across more than 40 countries on six continents, Spartan is the world's leading extreme wellness and endurance brand. In Europe, Spartan delivers events in Western Europe (Andorra, Austria, Denmark, France, Germany, Greece, Italy, Netherlands, Slovenia, Spain, Switzerland), Central Europe (Czech, Hungary, Poland, Romania, Ukraine) and the UK.

Visit [www.spartan.com](http://www.spartan.com) for more information and registration.

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