



CYCLE WEEK

THE NATIONAL CYCLING FESTIVAL



EUROPAALLEE & BRUNAU | ZURICH | MAY 28-31, 2026



Cycle Week is Switzerland's most comprehensive cycling festival and takes place right in the very heart of Zurich – the country's largest economic hub. Centrally located, close to the people and sustainably designed, it makes optimal use of existing infrastructure. Admission is free.



With over **90,000 visitors and passers-by**, Cycle Week captivates a diverse audience – from die-hard festival fans to curious cycling enthusiasts. Around 80,000 people are drawn to the festival grounds at Europaallee, 8,500 to the Campus Brunau, and about 2,500 follow the spectacular ZüriDirt Contest over the weekend.



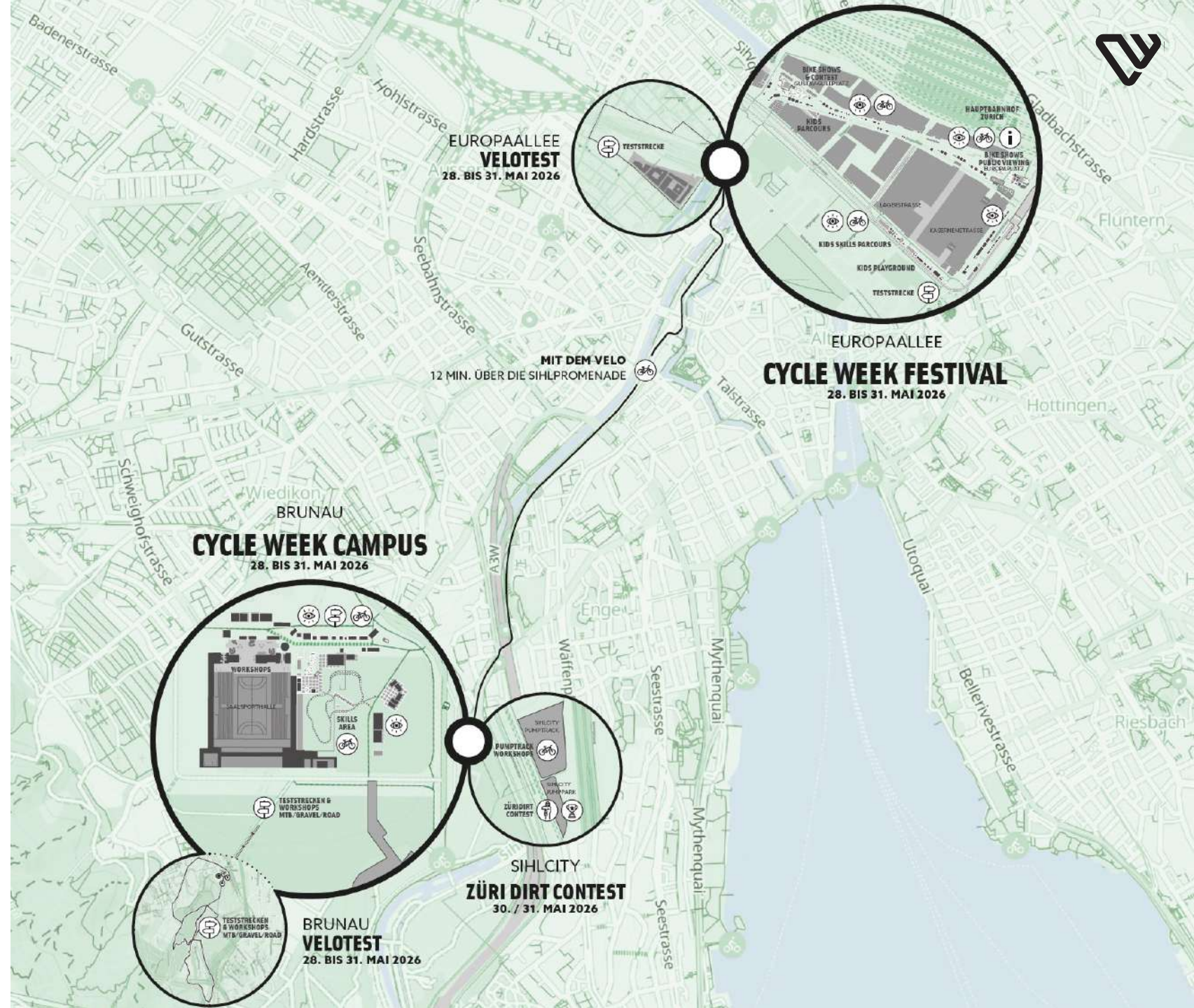
The Cycle Week Expo is one of the event's main attractions, featuring **120 exhibitors representing over 250 brands, and around 550 test bikes**. Numerous product innovations make their debut here, allowing visitors to experience them up close and try them out on designated test tracks.

Zurich as the host city guarantees **high visitor numbers** and offers a wide range of opportunities to experience the entire world of cycling.

Europaallee is the central hub for innovations, with exciting offers and high interaction, hands-on activities, shows and bike tests in an urban setting.

Brunau provides ideal testing conditions for trying out sporty two-wheelers in real-world environments. Thanks to the easy access of both locations and free admission for all visitors, the barrier to entry is especially low.

This makes Cycle Week an open meeting place for everyone – from passionate cyclists to those simply curious to give cycling a try.



Here, brands meet a broad community: **cycling enthusiasts, professionals, curious newcomers, and passers-by** who might not otherwise attend a cycling event – spanning generations and regions across Switzerland.





Europaallee

Cycle Week at Brunau is **a paradise for anyone who wants to experience, test and connect through cycling**. Products, workshops and social rides take center stage here. On ideal test tracks for MTB, gravel, and road bikes, visitors can put bikes through their paces.

Brands meet the cycling sports community directly – **from passionate hobby riders and professionals to curious newcomers.**

From Friday to Sunday the bikepacking event «Züri Escape» takes place, organized by The Cake Movement.

On Saturday and Sunday the international ZüriDirt Contest in the Sihlcity dirt jump park promises spectacular action.







Cycle Week **thrills with a captivating program**, featuring the world's best BMX flatlanders competing in intense contests, while artistic cyclists and street trial athletes amaze the audience with impressive shows.



The ZüriDirt Contest is **the only Swiss tour stop of the Freeride Mountain Bike World Tour (FMB)** and takes place during Cycle Week on Saturday and Sunday in the Sihlcity dirt jump park. The event is organized in cooperation with ZüriTrails, Switzerland's largest mountain bike association with around 1,500 members.



Cycle Week serves as the start and finish location for the bikepacking event «Züri Escape», organized by The Cake Movement. Selected from several hundred applicants **50 women and 50 men take on the challenge** of a 420-kilometer route with a total elevation gain of 10,000 meters.



With around **1,500 participants in 150 workshops and social rides** Cycle Week offers a diverse and attractive range of hands-on activities – both outdoors and indoors, covering theory and practice. The extensive program is highly popular. One participant summed it up perfectly: «The workshops were fantastic – exciting, well-organized, and very educational. I really benefitted a lot from them.»



Cycle Week impresses with a **reach of 59 million contacts** (versus 51 million in 2024) and has a broad communication strategy. A total of 29 million contacts were generated solely through coverage in over 150 media reports.



The Cycle Week campaign impresses with high visibility and 30 million contacts. **The social media campaign, along with active promotion by partners and exhibitors**, significantly contributes to its reach, website visits, and event attendance. From January to June the event website recorded around 85,000 active users and over 2 million interactions.

As Switzerland's only bike festival Cycle Week unites all cycling disciplines and brings together people with a wide range of cycling interests.

This creates an event that appeals to a broad audience and celebrates the passion for cycling in all its forms.

City E-Bikers

Age: 30–65 years

Income: Medium

Education: Diverse

Lifestyle: Urban, efficient, environmentally conscious

Motivation: Comfort, car-free mobility, time savings

Attitude: The bike is seen as a smart everyday companion

Everyday Cyclists (Commuters, Leisure Riders)

Age: 25–65 years

Income: Medium

Education: Diverse, often medium to high educational level

Lifestyle: Environmentally conscious, pragmatic, health-oriented

Motivation: Time savings, cost reduction, physical activity

Attitude: The bike is seen as a practical means of transportation

Cargo Bike Users

Age: 30–50 years

Income: Medium to high

Education: High

Lifestyle: Urban, family-oriented, ecological

Motivation: Transporting children, shopping, car replacement

Attitude: The bike is seen as a sustainable mobility solution

Seniors

Age: 65+

Income: Pension, often stable

Education: Diverse

Lifestyle: Health-conscious, safety-oriented

Motivation: Maintaining mobility, physical activity, social participation

Attitude: The bike (often an e-bike) is seen as a means of independence

Children and Teenagers

Age: 3–18 years

Income (Parents): Variable

Education: Students

Lifestyle: Playful, learning mobility

Motivation: Fun, independence, physical activity

Attitude: The bike is seen as a toy or a means of transportation

Mountain Bikers

Age: 20–50 years

Income: Medium to high

Education: Often academic

Lifestyle: Sporty, outdoor-oriented, tech-savvy

Motivation: Adrenaline, fitness, nature experience

Attitude: The bike is seen as a sports device



E-Mountain Bikers

Age: 30–60 years

Income: Medium to high

Education: Often tech-savvy

Lifestyle: Active, nature-loving, performance-oriented

Motivation: Fun, extended range, access to challenging trails

Attitude: The bike is seen as a sporty leisure device

Road Cyclists

Age: 25–60 years

Income: Medium to high

Education: High

Lifestyle: Performance-oriented, health-conscious, status-aware

Motivation: Training, competition, self-optimization

Attitude: The bike is seen as an expression of discipline and style

Gravel Bikers

Age: 25–55 years

Income: Medium to high

Education: Often academic

Lifestyle: Adventurous, nature-loving, sporty

Motivation: Freedom, flexibility, exploration off the beaten path

Attitude: The bike is seen as a versatile tool for sport and travel

Touring and Travel Cyclists

Age: 30–70 years

Income: Medium to high

Education: Above average

Lifestyle: Nature-loving, adventurous, sustainable

Motivation: Slowing down, experiencing nature, seeking challenges

Attitude: The bike is seen as part of an active lifestyle

Cycle Week offers brands a platform with a positive atmosphere and an inspiring environment for strong image transfer.

Exhibition booths and spaces

at Europaallee and Brunau can be booked by companies and organizations from across the bicycle industry, as well as providers of cycling tours and tourism services.

In addition to booths and exhibition spaces, attractive add-on options are also available for booking.

We are happy to offer advisory support.



Booth at Europaallee



Booth at Brunau



Companies and organizations **outside the bicycle industry** can participate in Cycle Week through a collaboration partnership.

Companies and organizations **within the bicycle industry** can use a collaboration partnership to strategically enhance their presence at the event.

As diverse as the partners' goals are, so are the opportunities to engage with Cycle Week's attractive target audiences.

As part of a collaboration partnership, the partner is officially recognized as such. Together, a suitable form of cooperation is defined – tailored to the partner's **individual goals and needs**.

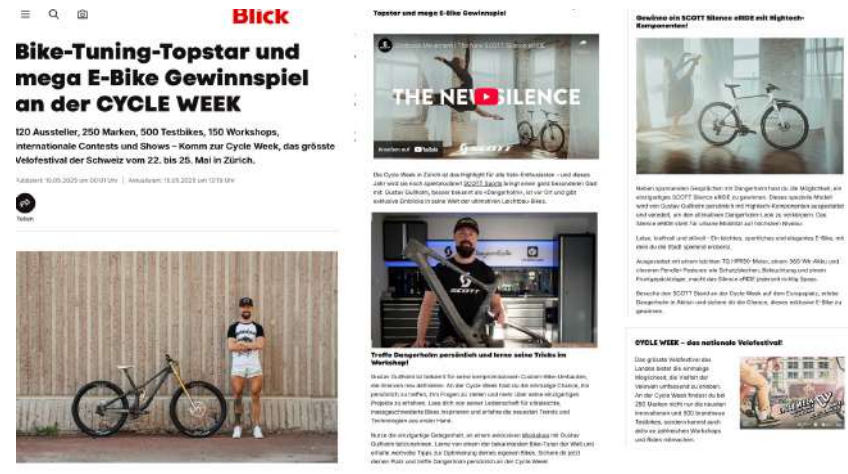
e.g. non-industry: City of Zurich



e.g. industry: Scott



Historisch! Velotunnel



Develop an activation together that highlights the character of the partnership.

The partner gains access to **exhibit spaces** at Europaallee and/or Brunau. Additionally, there is the option for product **sampling** on the event grounds.

Visibility can optionally be ensured through presence on event infrastructure and during activities. Further visibility options include presence on LED screens with promotional spots and logo placements on the website and on communication carriers.

Communication via Cycle Week's social media channels, newsletter and media partners can further boost reach.

Collab partners are granted **usage rights** for videos, photos and texts for editorial purposes.

e.g., Red Bull



e.g., Transa



We are happy to accommodate your questions and support you however needed:

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