



CYCLE WEEK 2025 – IN FIGURES

Target Groups of the Cycle Week

Cycle Week Survey 2025

- Place of Residence and Age
- Bike Affiliation and Interest
- Buying Behavior
- Satisfaction

Cycle Week Communication

CYCLE WEEK
THE NATIONAL CYCLING FESTIVAL



Over **90,000 visitors and passers-by** across 4 days and 3 locations:

- 80,000 at Europaallee
- 8,500 at Brunau
- 2,500 at ZüriDirt

Visitor numbers have steadily increased over the years.

Around **1,500 participants attended 137 workshops**, covering both practical and theoretical topics.

85,000 active website users generated over 2 million interactions (January - June 2025).

Media reach of 59 million (compared to 51 million in 2024) including:

29 million contacts through mentions in 150 media reports.

Expo highlights: **120 exhibitors, 250 brands, 550 test bikes**

1,500 people joined the bike parade for the opening of the new city tunnel for bikes, led by 70 primary school children and city politicians.

Despite slightly grim weather the opening of the new city tunnel on Thursday, May 22, 2025, attracted many visitors. Integrated into Cycle Week, it provided the City of Zurich with an ideal platform to showcase its goals in sustainable mobility and bike promotion - right where a broad audience and key players of the cycling scene gathered.

The growth in attendance, offerings and media coverage confirms that **Cycle Week has established itself as Switzerland's leading bike festival.**



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

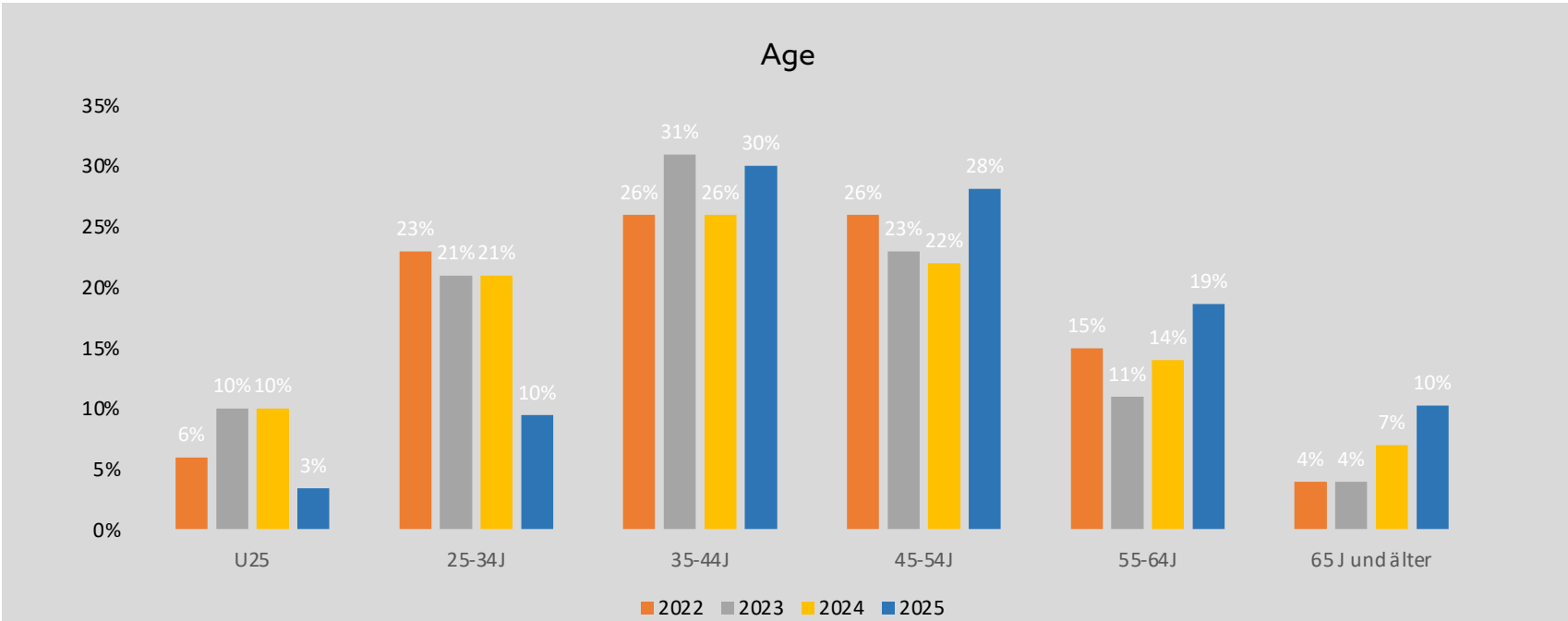
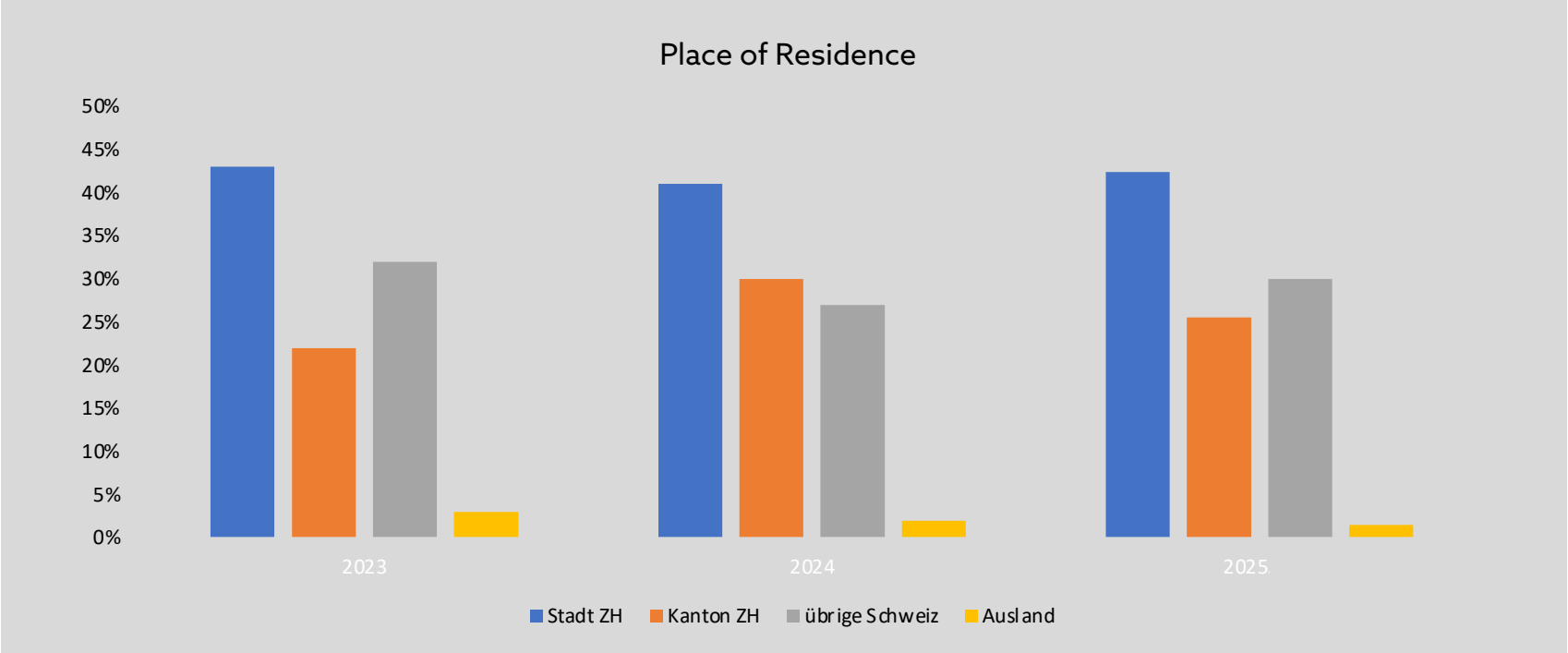
Lifestyle: Nature-loving, adventurous, sustainable

Motivation: Slowing down, experiencing nature, seeking challenges

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

One third of the visitors come from the city of Zurich itself, one third from the Canton of Zurich, and one third from other parts of Switzerland.

The age group between 25 and 54 years is strongly represented, accounting for 68% of all attendees.



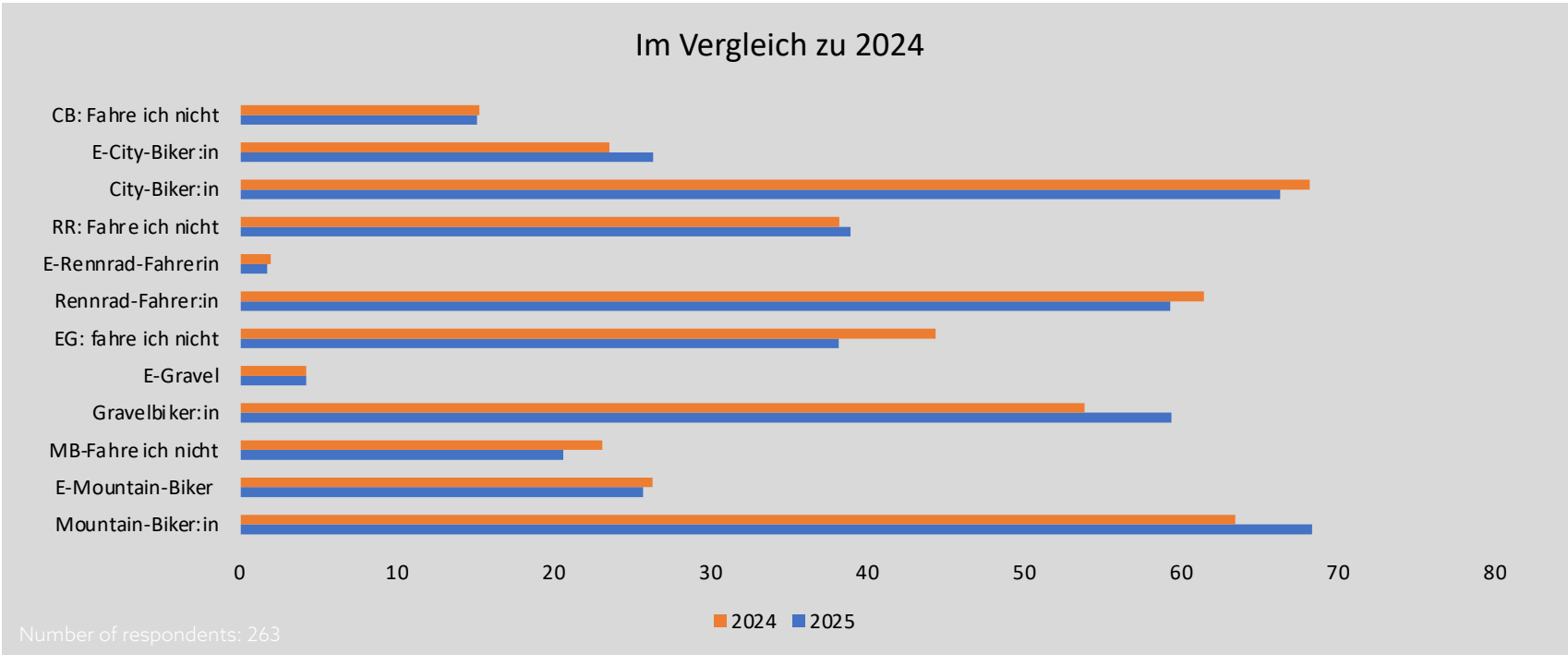
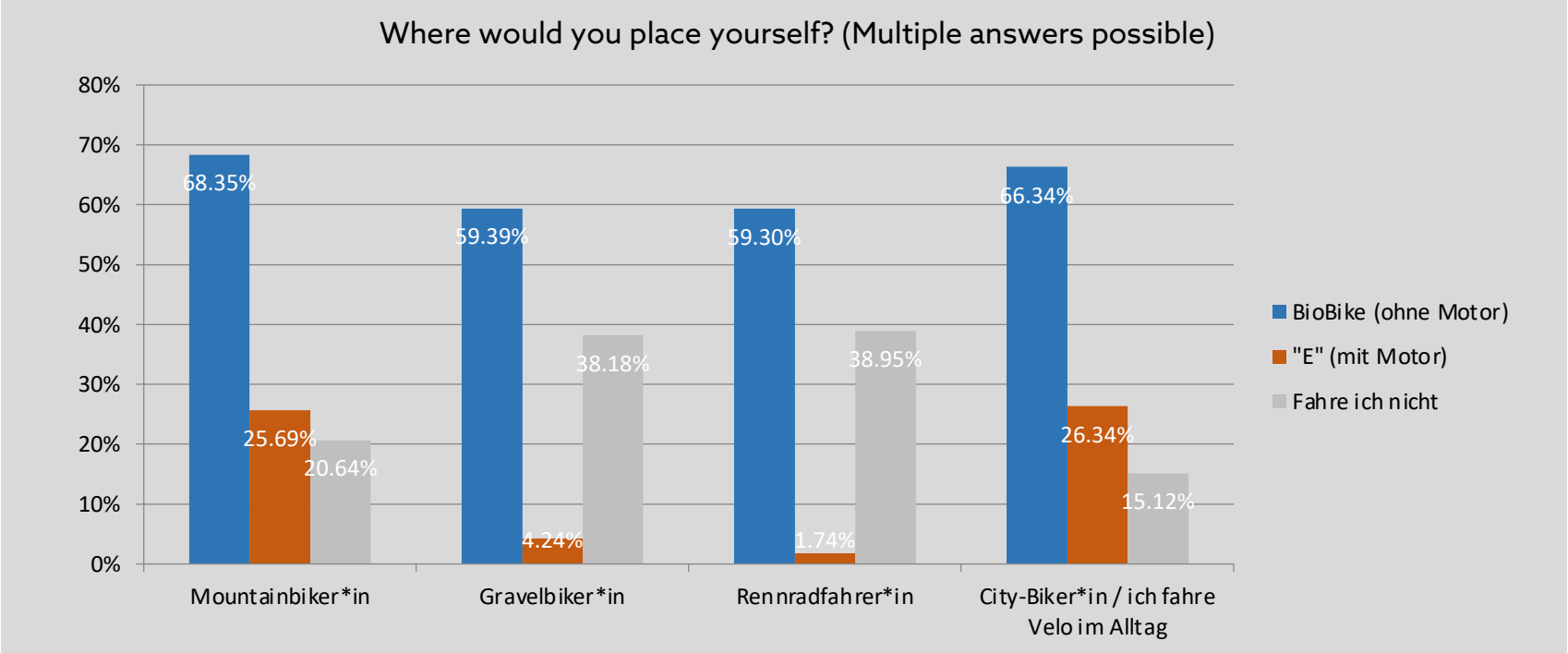
Number of respondents: 263

Bio-mountain bikers and everyday cyclists are the most strongly represented in 2025, making up 68% of participants.

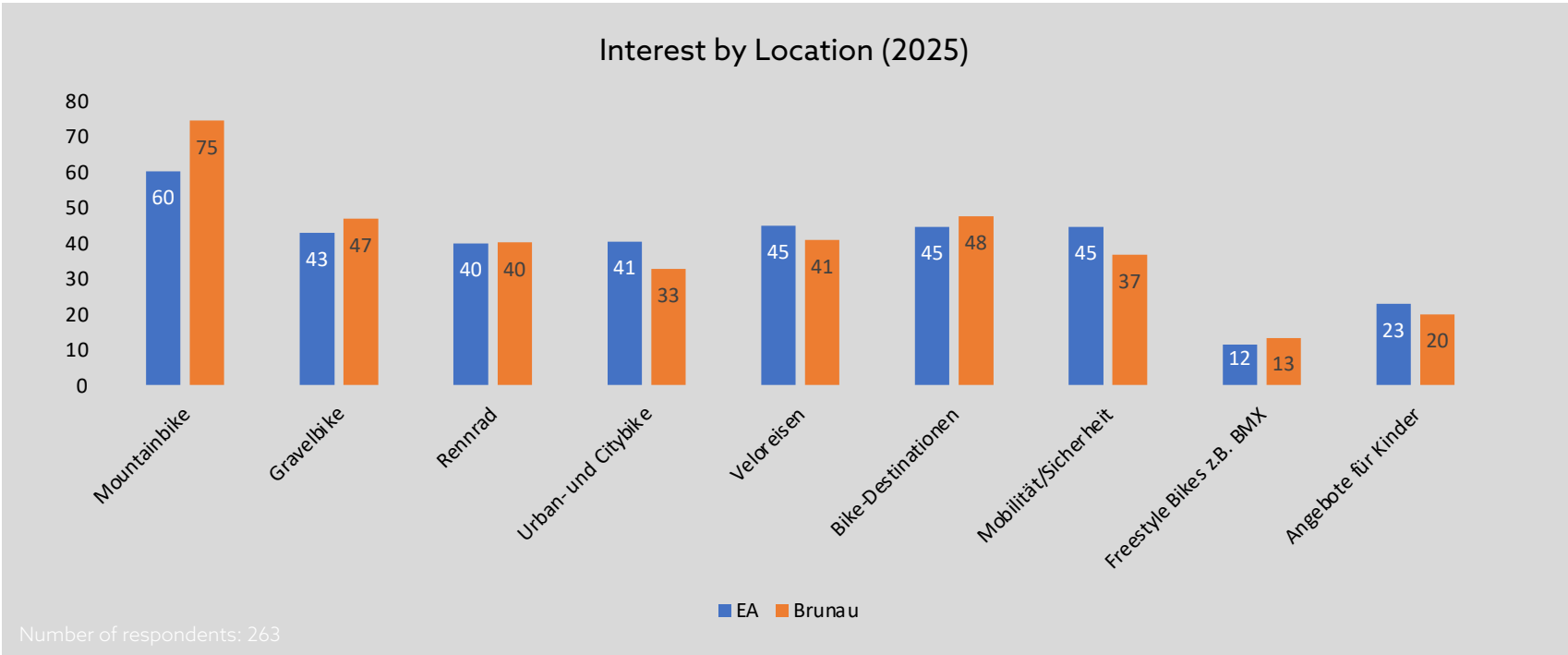
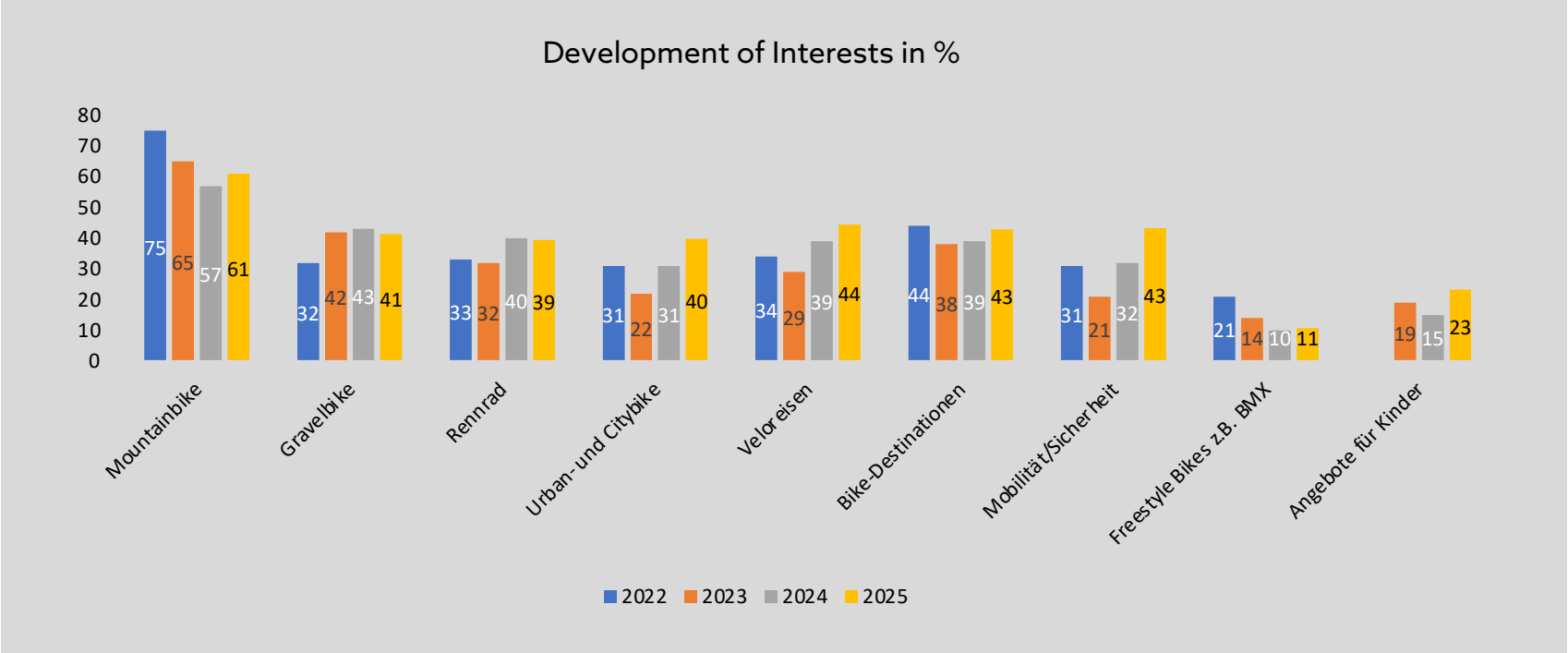
Gravel bikers and road cyclists are also well represented, accounting for nearly 60%.

The e-bike categories (E-City, E-Gravel, E-Road, E-Mountainbike) show a slight increase.

The “non-rider” groups are shrinking - especially for gravel bikes (≈ 7 percentage points) and mountain bikes (≈ 4 percentage points).



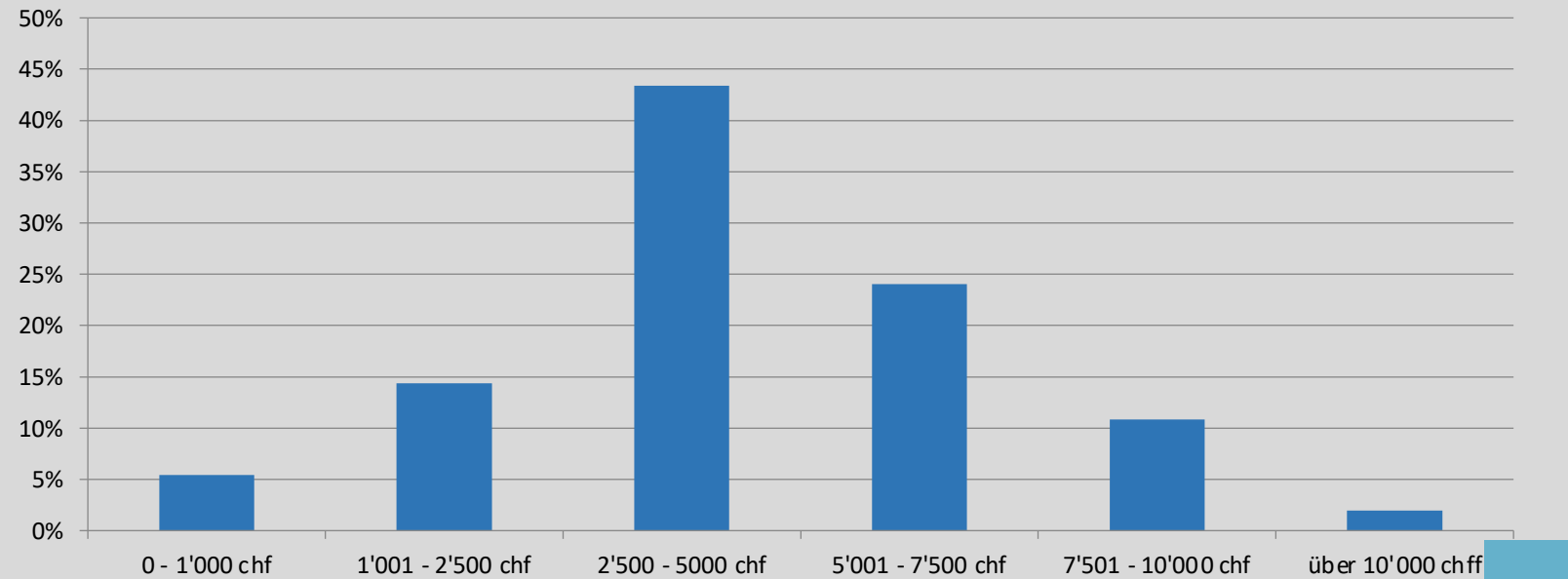
Visitor interests are becoming broader year by year, both at Europaallee and at Brunau.



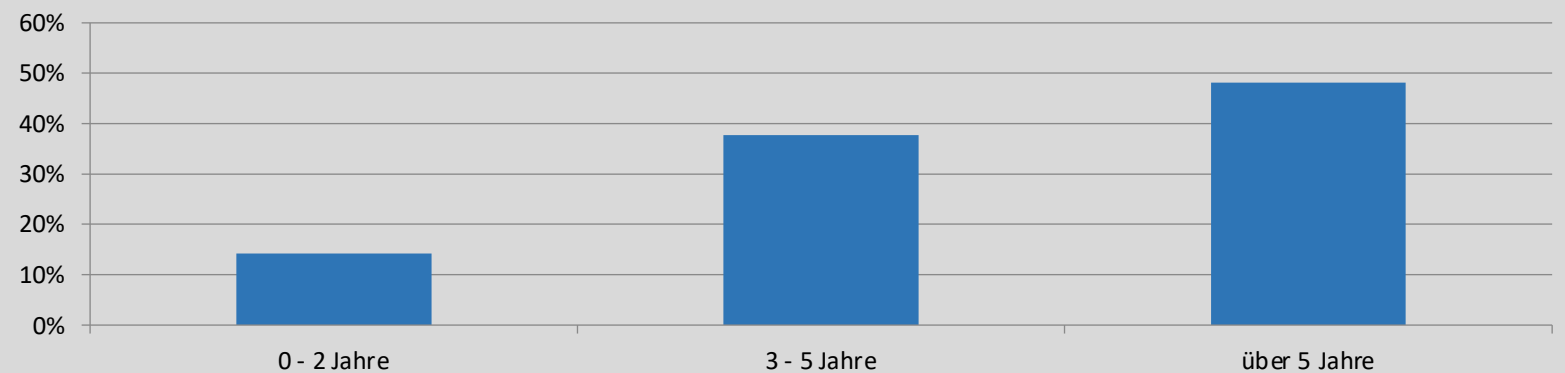
44% of respondents spend between CHF 2,500 and 5,500 on a new bike, while 36% spend between CHF 5,000 and 10,000.

More than half of all respondents purchase a new bike within five years.

How much do you spend on a new bike (in CHF)?



How often do you buy a new bike?

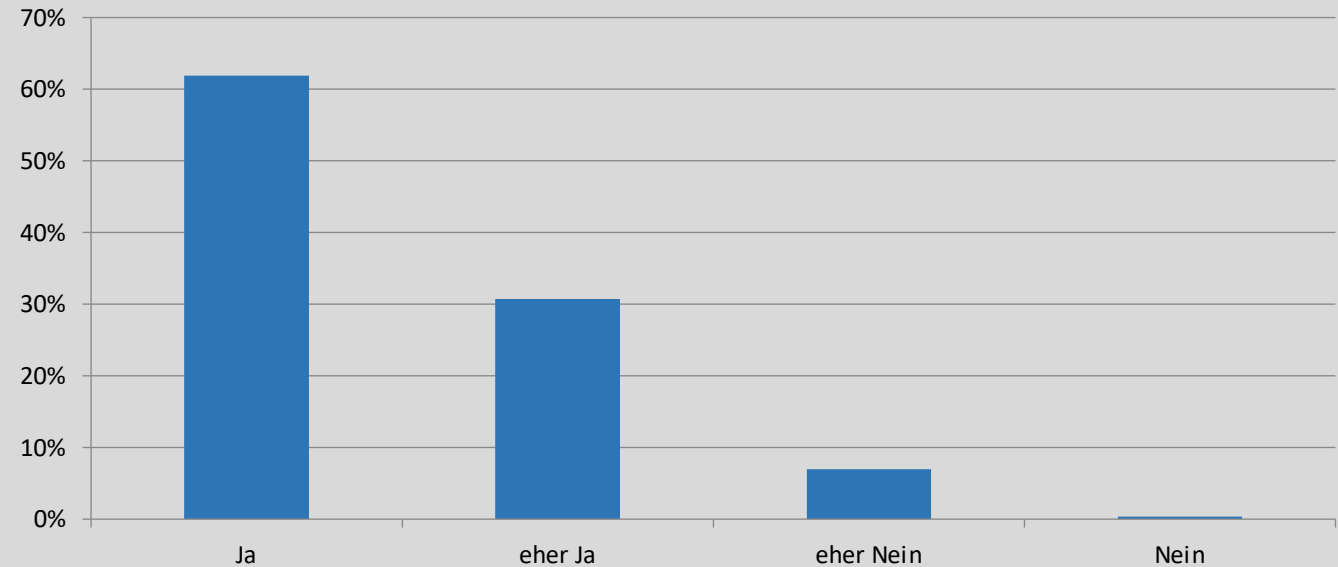


High overall satisfaction across all target groups - from single athletes to families. Most visitors are **satisfied to very satisfied**, especially with the **atmosphere and organization**.

Cycle Week works well as a broad event format. Its **core offerings** (expo, shows, test rides) appeal to **diverse target groups and interests**, and receive **excellent satisfaction ratings**.

The **willingness to return next year is very high**: over **90% say they want to attend Cycle Week again** - they are not just guests, but part of a **growing community**.

Will you attend Cycle Week again next year?



Number of respondents: 263

... and this is what visitors are saying:

«Great atmosphere, friendly people – Cycle Week is a big gathering of the bike community.»

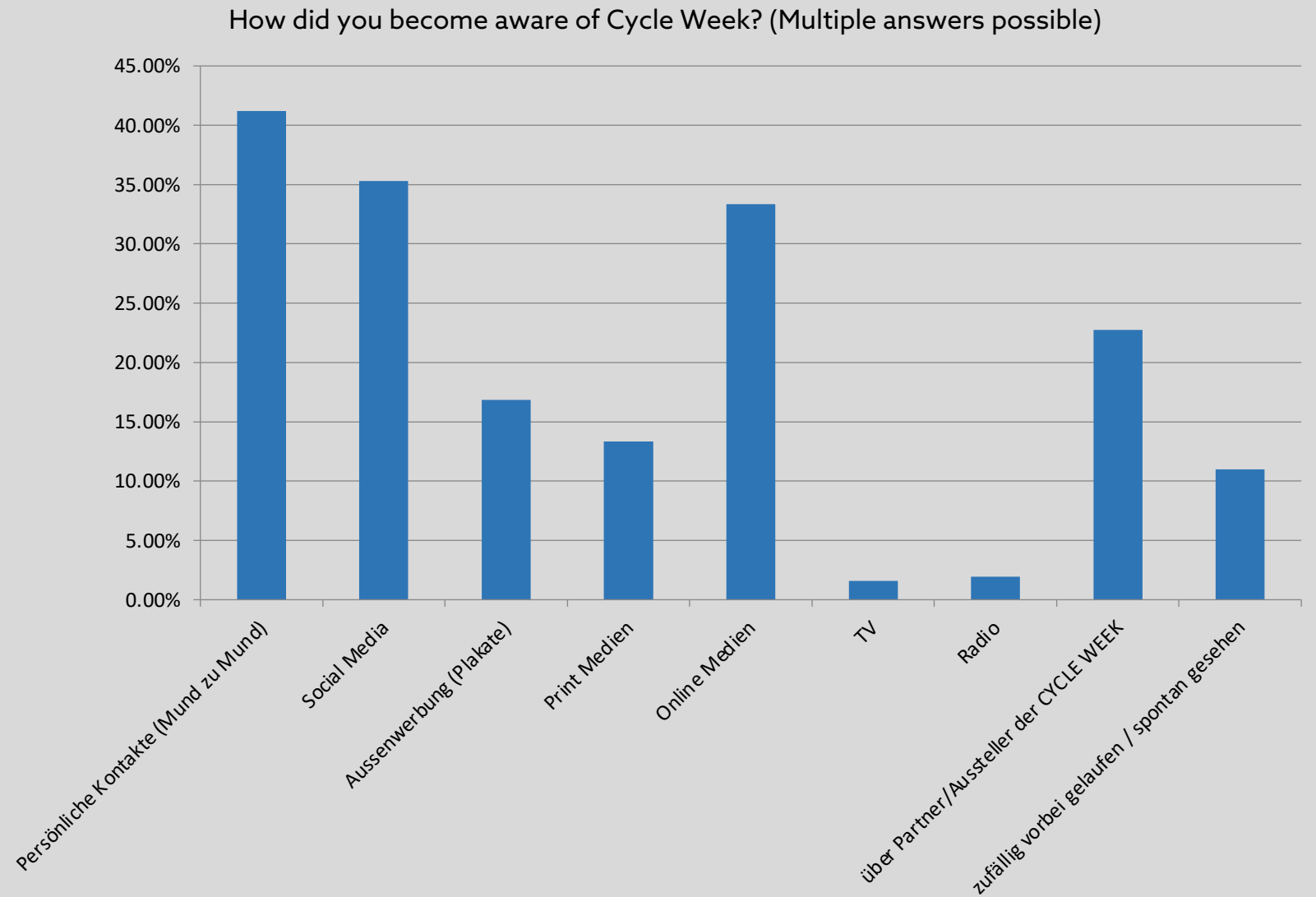
«I was positively surprised by the variety of exhibitors.»

«I especially enjoyed the test rides and the wide range of workshops.»

«The workshops were fantastic – exciting, well organized, and very educational – I really took something away.»

«I was particularly impressed by the atmosphere during the social rides – sporty, friendly, and really well led.»

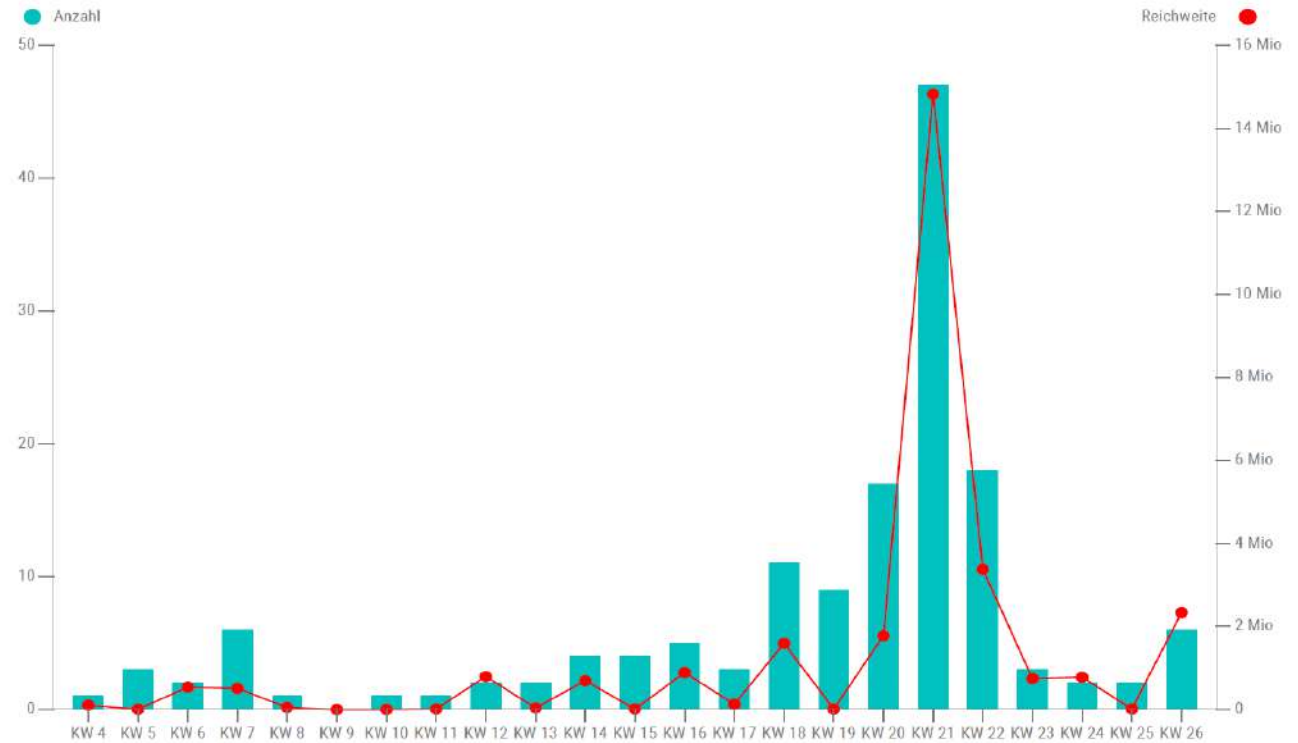
In addition to important and very effective word-of-mouth promotion, social media, online media, and communication through partners and exhibitors are the key pillars of Cycle Week's communication strategy.



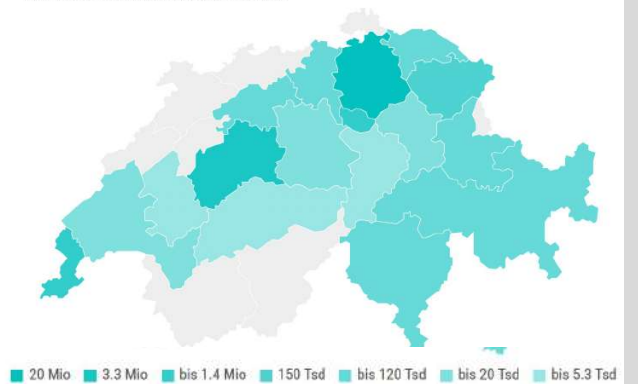
High visibility across all media types,
especially online and print:

29 million contacts generated through
mentions in 150 media reports.

Zeitverlauf | Meldungen | Anzahl | Reichweite



Wirtschaftsgebiete WEMF | Meldungen | Reichweite



Particularly strong media placements in: Tages-Anzeiger, NZZ, SRF, Nau, 20Min, Blick (German/French), TCS newspaper (German/French/Italian).

Content focus: Velo tunnel, Cycle Week success, specific products, tourism.

Target audiences reached: the general public as well as a variety of individual stakeholders, such as professionals, politicians and urban city strategists and as well as those generally interested in mobility.

23.05.2025 | Blick (CH) Online (de/fr) 

Extrem-Mountainbiker in Zürich: Tom Isted hält verrückten Weltrekord

... Stunts erzielen Millionen von Aufrufen. Die [Cycle Week](#) in Zürich ist der ... bis Sonntag. Im Rahmen der [Cycle Week](#) starten einige der weltbesten ... Uhr: Finale Frauen und Männer Die [Cycle Week](#) in Zürich ist der ... bis Sonntag. Im Rahmen der ...

Reichweite: 2'168'953 | AÄW: CHF 68'506



23.05.2025 | Südostschweiz, Linth-Zeitung

So sieht der Velotunnel unter dem HB Zürich aus

... anderem eine Fotobox, eine Veloputzstation und eine Velo-Disco. Das Eröffnungsfest fällt zusammen mit der Eröffnung der [Cycle Week](#). Wie viele Menschen an und nach der Eröffnung durch den Velotunnel fahren, wird eine Zählstelle bei der...

Reichweite: 16'240 | AÄW: CHF 3'213



22.05.2025 | Neue Zürcher Zeitung Online 

Neues aus der Velo-Branche: Upgrades für das Zweirad

... kann Diebstahlschutz ratsam sein, auf der Tour das eine oder andere Extra. Rechtzeitig zur Schweizer Velo-Leitmesse [Cycle Week](#), die vom 22. bis zum 25. Mai in Zürich stattfindet, stellen wir nützliches Zubehör vor, welches das Velofahren...

Reichweite: 577'220 | AÄW: CHF 25'975



22.05.2025 | HORIZONT Online 

24 Stunden mit Pablo Nouvelle in einer Minute

Heute hat das Velofestival [Cycle Week](#) in Zürich begonnen. Dort ist unter anderem auch ein Video von Bosch eBike ... stärken. Produziert hat das Video Filmsforreel. Der Clip wird auf Social-Media-Kanälen und an der [Cycle Week](#) (22. bis 25. Mai) am...

26.06.2025 | TCS touring

Tempolimit im Velotunnel

... nun aber Zweiradfans eine sichere Strecke, auf der Tempo 20 gilt. Eingeweiht wurde der Stadttunnel von 1500 Teilnehmenden, angeführt von fünfzig Primarschülern. Passend: Die Eröffnung des Tunnels fand während des Velofestes [Cycle Week](#) statt.

Reichweite: 856'000 | AÄW: CHF 13'529



26.06.2025 | TCS touring edizione italiana

In bici a 20 km/h sotto la ferrovia

... ciclistico con 1500 persone, alla cui testa c'era una scolaresca composta da ben 50 bambini. Ciliegina sulla torta: l'apertura ufficiale è coincisa con la [Cycle Week](#), festival nazionale dedicato alla promozione della mobilità ciclabile. 7

Reichweite: 241'048 | AÄW: CHF 4'404



26.06.2025 | TCS touring édition française

Réaffectation cycliste

... de deux-roues un itinéraire sécurisé où la vitesse est limitée à 20 km/h. Le tunnel urbain a été inauguré par 1500 participants, dont 50 élèves de l'école primaire. L'ouverture du tunnel a eu lieu pendant la [Cycle Week](#), la fête du vélo. 7

Reichweite: 1'220'454 | AÄW: CHF 7'805



25.06.2025 | Jungfrau Zeitung Online 

Bern Welcome knackt Gästerekordmarke

... neues Highlight am Zytlogge geschaffen. Besonders stolz ist die Destination auf den erfolgreichen Messeauftritt an der [Cycle Week](#) 2024 in Zürich gemeinsam mit ihren Teilregionen. Diese Gelegenheit wurde genutzt, um für die zehn E-Bike...

Reichweite: 5'246 | AÄW: CHF 357

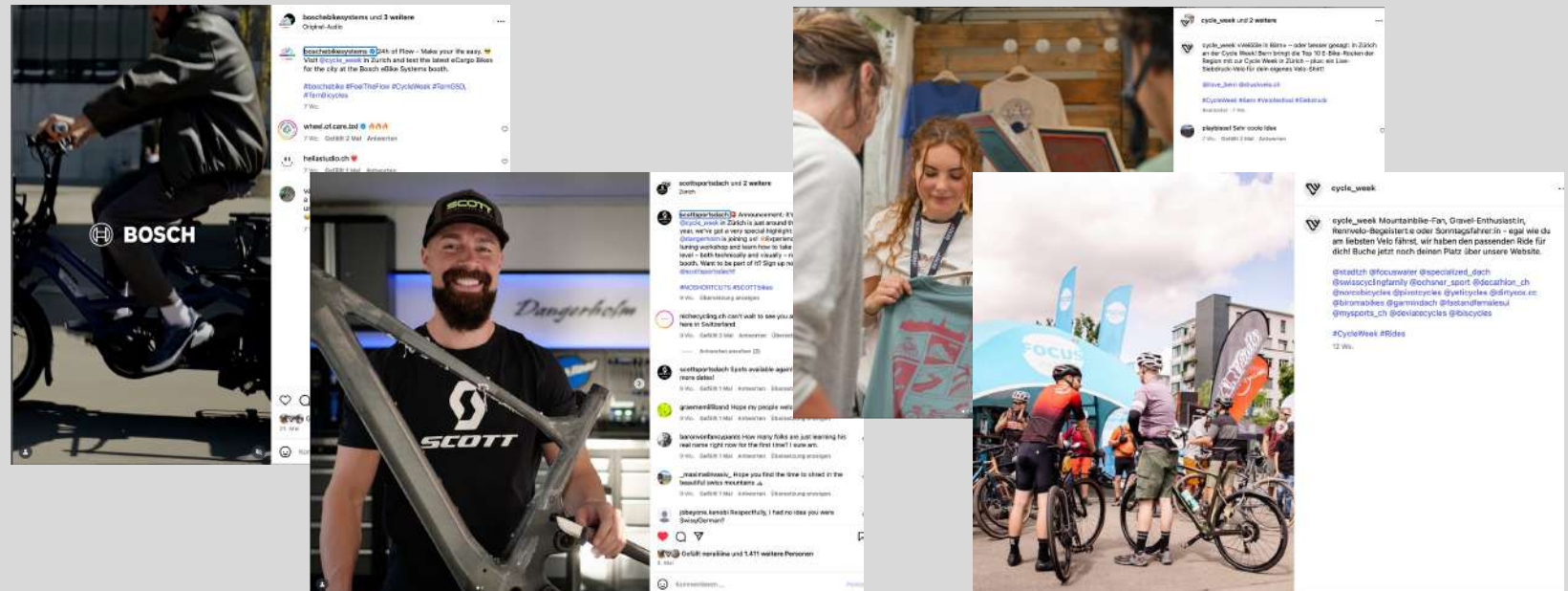
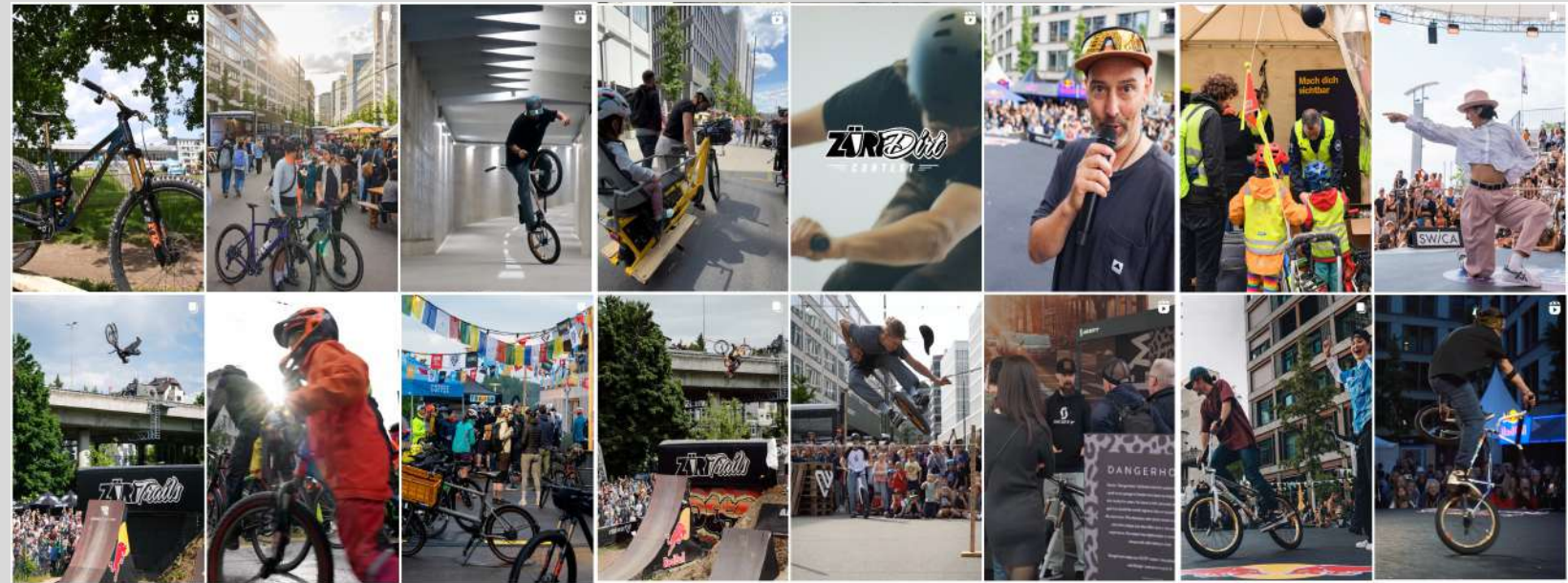


Over 30,000 clicks led to strong website activity, with more than 85,000 active users.

A click-through rate of 2.18% is an impressive result and shows that the content is actually and effectively sparking interest.

High-reach content such as the tunnel opening, shows and expo was successfully distributed via social media.

The social media campaign, along with promotion by partners and exhibitors, significantly contributed to reach, website traffic and event attendance.



What exhibitors and partners explicitly liked:

«High contact quality and visibility for brands and products – positive atmosphere, inspiring environment, strong image transfer.»

«Access to an active, affluent target group with a strong connection to mobility and sports.»

«Direct feedback from end customers on site.»

«Opportunity to test and showcase new products and innovations.»

«Exchange with other industry players.»

«Cycle Week is the meeting point for the Swiss cycling scene.»