

CYCLE WEEK 2026 REPORT

«Vibrant cycling scene, engaged community, strong image transfer»

06.2026

CYCLE WEEK 2026 IN FIGURES

90'000

visitors across 4 days:
80'000 Europaallee, 8'500 Brunau,
1'500 Sihlcity (ZüriDirt Contest)

50 million

Reach through communication and
media

4'474

Registered test rides

374'474

Reach through social media campaign
(Facebook & Instagram)

2'213

Registered test riders

96%

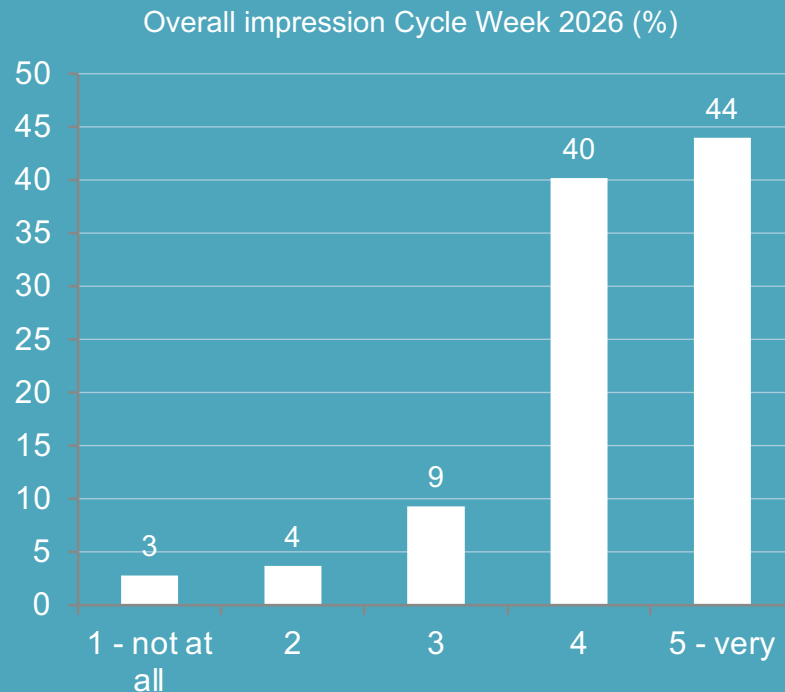
will visit Cycle Week again next year

1'333

Registered workshop participants across
142 sessions

OVERALL SATISFACTION

- 84% rated the overall impression with 4 or 5 stars (scale 1-5).
- Bike testing was particularly strong: 90% rated the bike testing as «good» or «very good».
- Workshop satisfaction was high: 72% were «very satisfied» or «satisfied» (n=185).
- 96% would visit Cycle Week again (yes or rather yes).



... and this is what visitors are saying:

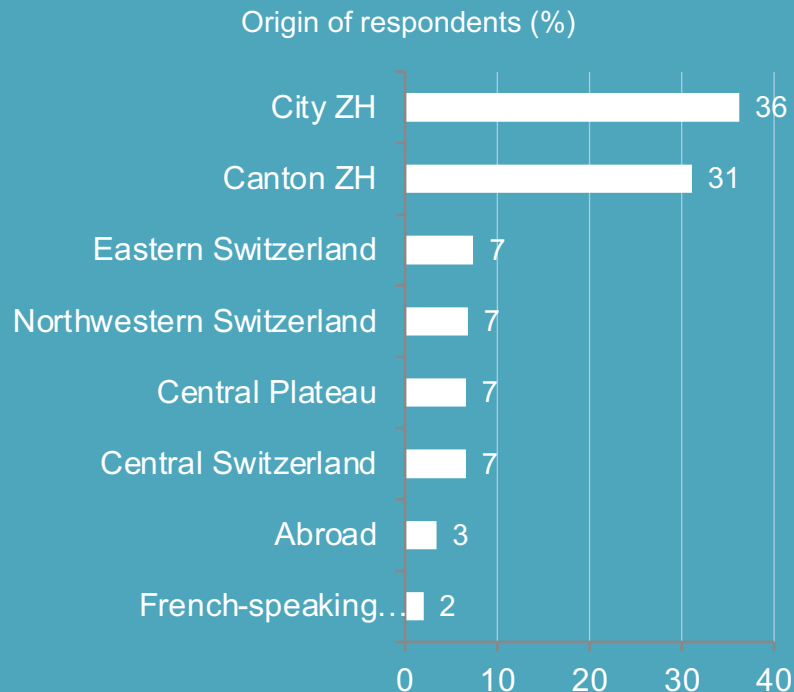
«It was the best event of the year!»

«The bike test was great - exchange & testing of Bio MTB»

«Community, skills and test bikes - you keep learning something new»

WHO VISITS CYCLE WEEK?

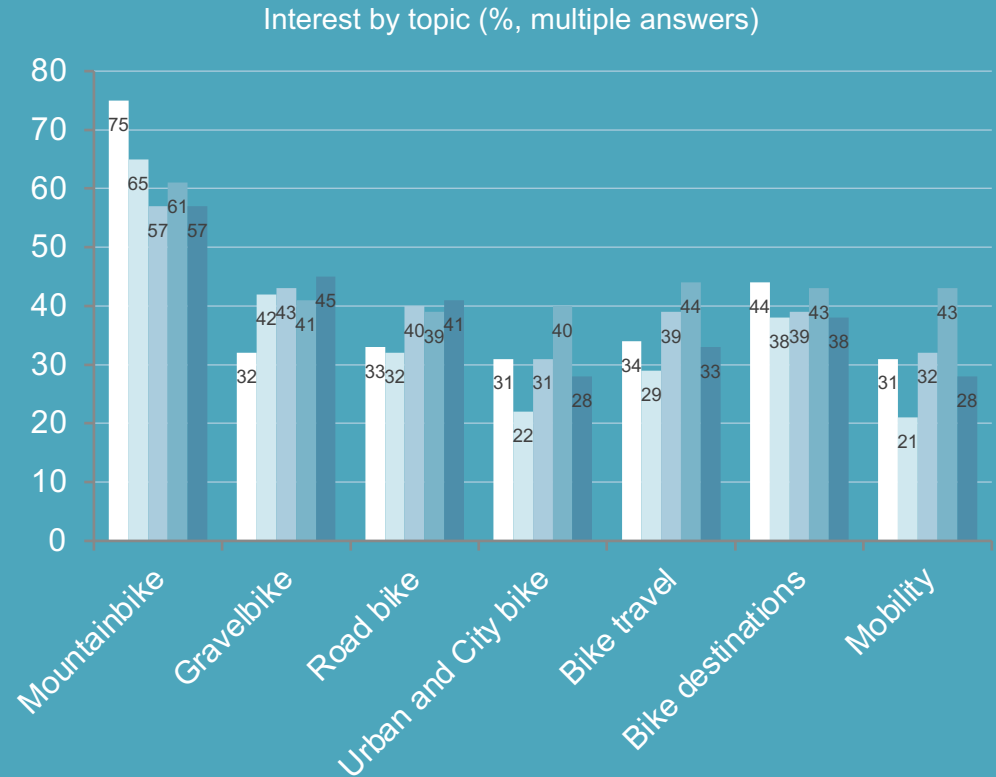
- 36% from the city of Zurich, 31% from the Canton of Zurich - strong regional roots.
- Core age group 35-54 years: 50% of all respondents.
- Workshops & rides: 50% women – a significantly more balanced ratio.
- 63% of respondents came on one day, 24% on 2 days.



n = 351 respondents (visitors, bike tests, workshops)

VISITOR INTERESTS - DEVELOPMENT 2022-2026

- Mountainbike remains the leading interest, while gravel bike is steadily catching up (32% -> 45%).
- Road bike remains stable at a high level (33% -> 41%).
- Bike travel and bike destinations remain at a high level - despite a slight decline compared with 2025, they are still strongly represented.
- Urban/City fluctuates strongly - in 2026 back to 28% after the 2025 peak (40%).



BIKE TESTS

4'474

Bike test
registrations

2'213

Registered
persons

666

Bikes in the
test center

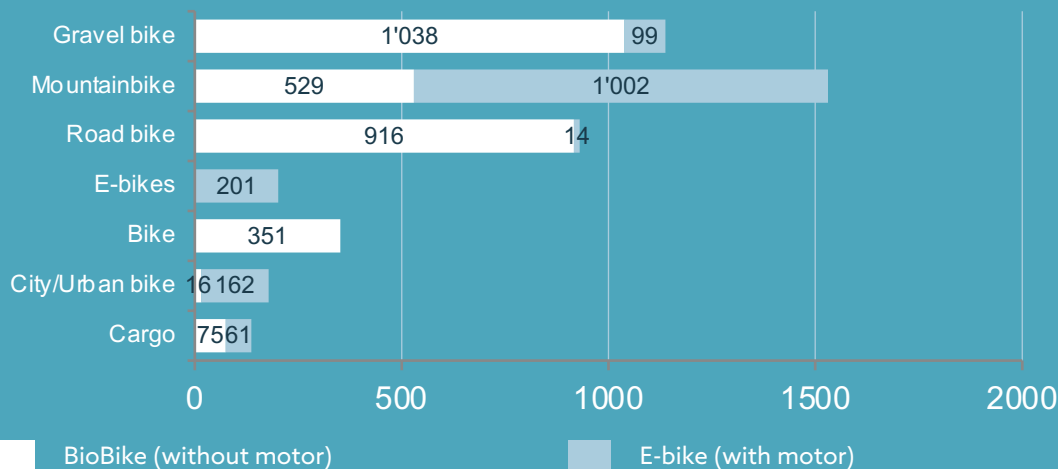
30.9 min

Avg. test duration
(adjusted)

59

Brands
tested

Tests by bike category (white = BioBike, blue = E)



Bike test rating (n=134)



WORKSHOPS & RIDES

1'262

Bookings

142

Sessions

1'117

Participations

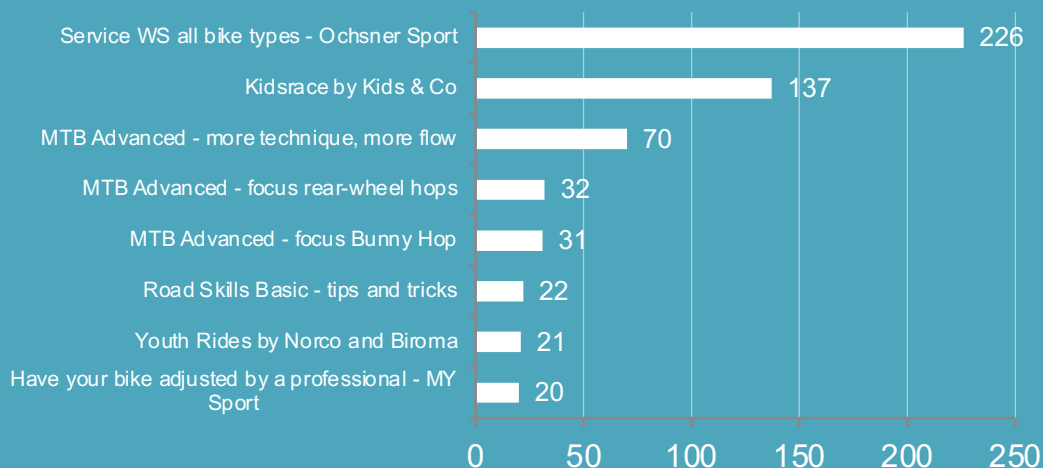
49.5%

Avg. utilization

30

Fully booked
(100%)

Top 8 workshops by bookings



Workshop type (n=58)

Riding skills course 40%

Workshop 40%

Ride / Social Ride 9%

Presentation / Talk 3%

Bike Test 3%

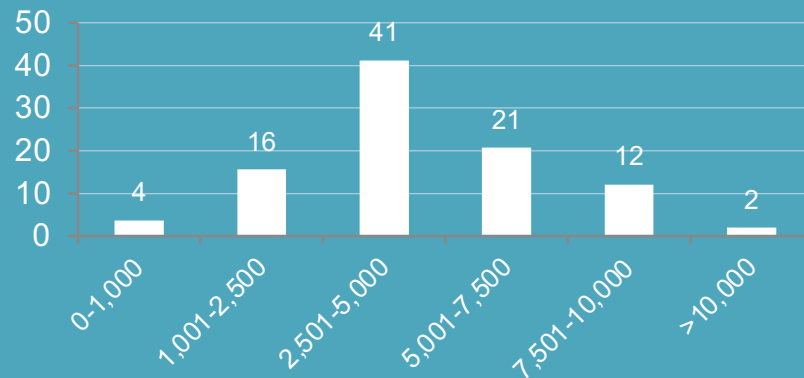
Satisfaction (n=185):

very satisfied / satisfied: 72%

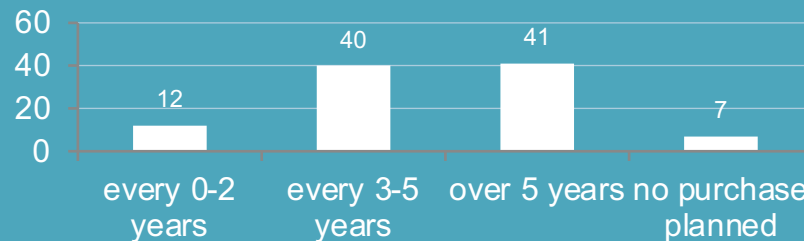
PURCHASE READINESS

- 41% spend CHF 2,501-5,000 on a new bike.
- 21% spend CHF 5,001-7,500;
- 12% spend over CHF 7,500.
- 45% buy a new bike within 5 years.
- Exhibitors confirm: visitors were informed, bike-enthusiastic and on site with genuine purchase intent.

Budget per bike purchase (CHF) in %



Purchase frequency of bike test users (n=137, DTC survey)



COMMUNICATION

- Word-of-mouth remains the strongest channel at 34% - a vibrant community.
- Social media (33%) and online media (27%) are the digital pillars.
- Partners & exhibitors contribute 23% to awareness.
- Posters / outdoor advertising: 19%.



n = 351 | Multiple answers possible

SOCIAL MEDIA

374'474

Facebook & Instagram
reach (paid)

30'200

TikTok
reach (organic)

54'804

Facebook
video views

85'000+

Website
active users

Paid campaign Facebook & Instagram - 2025 vs. 2026 comparison

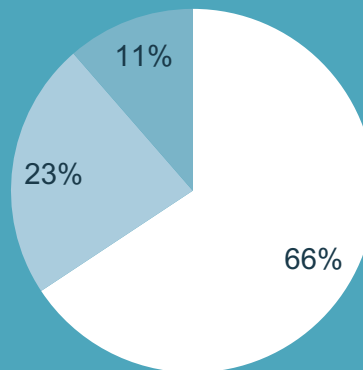
Landing page views	24'723	47'780	+93%
Click-through rate	2.18%	4.23%	+94%
Reach	511'777	374'474	-27%
Impressions	1'459'019	1'269'902	-13%

Top 5 link clicks: Zurich 11,437 · Bern 5,384 · Vaud 5,187 · Ticino 4,190 · Aargau 3,754

EXHIBITOR FEEDBACK

- n=35 responding exhibitors. 93% plan to participate in Zurich 2027.
- Organization: 59% rated support BEFORE the event as «very good».
- Best day: Saturday (65%), Friday (23%), Sunday (11%).
- Type of contact: 47% «mainly new contacts», 47% «balanced».
- Bike test satisfaction: 69% «satisfied»/«very satisfied», 31% «not used».

Best day for visitor contacts



«High contact quality and visibility - strong image transfer»

«Access to an affluent target group with a connection to mobility»

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

... and this is what exhibitors and partners are saying:

*«High contact quality and visibility for brands -
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»

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