



CYCLE WEEK
presented by  ZURICH

CYCLE.CULTURE.PURE. | ZURICH | 12-15 MAY 2022





CYCLE WEEK BECOMES THE NATIONAL CYCLING FESTIVAL

To kick off the cycling season, CYCLE WEEK will put the spotlight on all facets of cycling from May 12 to 15, 2022.

The two previous festivals Bike Days Solothurn and Urban Bike Festival Zurich will be united in Zurich to form CYCLE WEEK. This will become the largest bicycle festival in Switzerland, a festival that is reinterpreted and implemented in a modern and innovative way.

The CYCLE WEEK covers all types and topics of cycling and addresses athletes, recreational cyclists, commuters, urban cyclists, mobility experts, opinion leaders and representatives of the cycling industry and bike tourism.

We are convinced that the importance of bicycles will increase even more in the future and that bicycles can contribute significantly to improving our quality of life - the CYCLE WEEK will reflect this development in an inspiring way.

The organizer

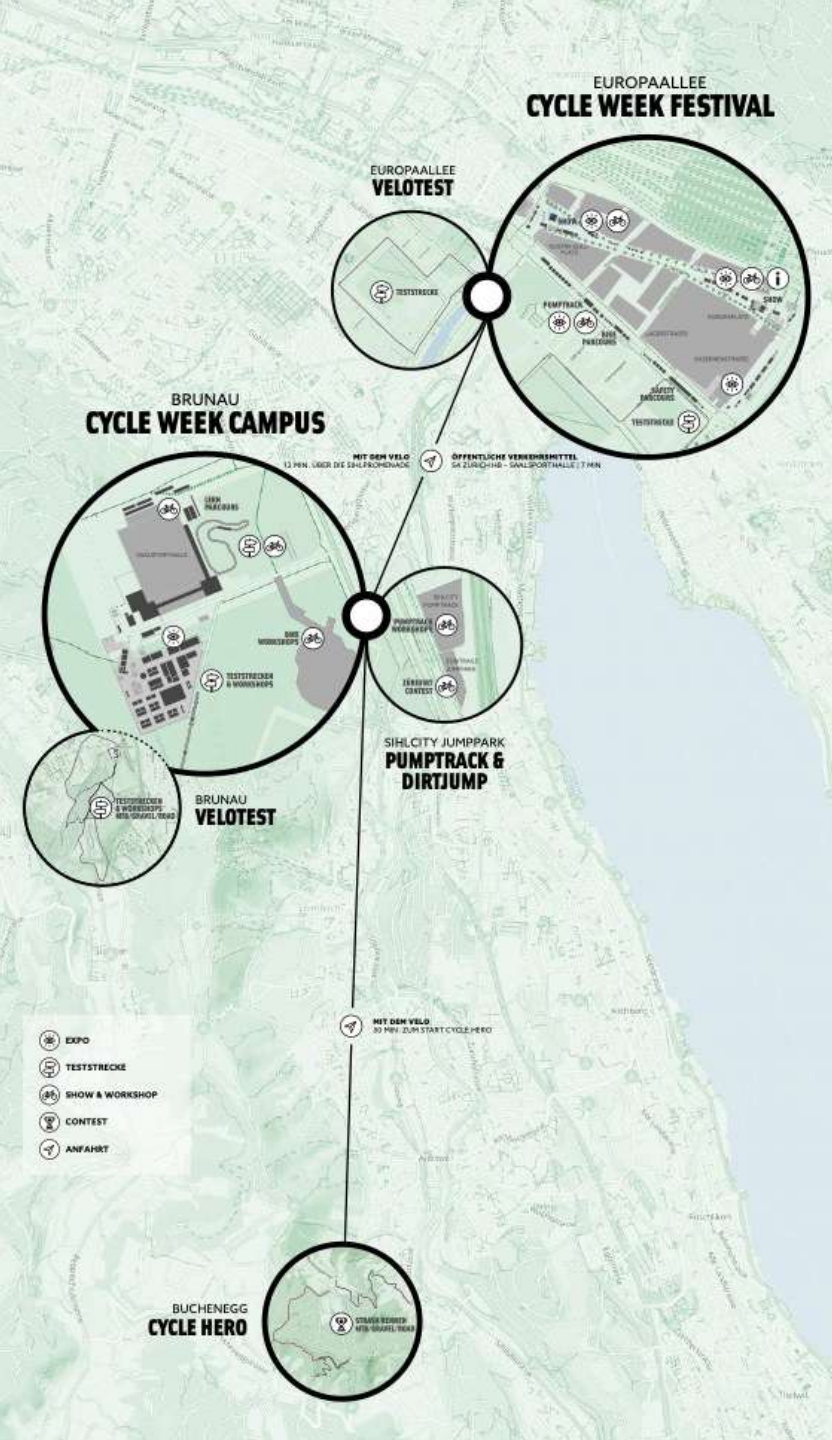
BikeDays.ch GmbH

IN THE MIDDLE OF THE ACTION - SUSTAINABLE - DIGITAL

The festival concept makes it possible to experience the bicycle in a sustainable way on existing infrastructures and still be close to the action.

The heart of the CYCLE WEEK, the actual CYCLE WEEK FESTIVAL is located in the center of the city and creates a showcase for the bicycle industry, from mountain to city bikes, at Zurich's main train station. The CYCLE WEEK CAMPUS is located in Brunau at the foot of Zurich's local mountain and is primarily for the cycling-interested public. Situated directly next to existing infrastructures, the location is ideal for a wide variety of cycling activities. The CYCLE HERO is a multi-discipline competition (mountain bike, gravel bike and road bike) on the Buchenegg. The CYCLE WEEK CHANNEL turns the event into a hybrid and transfers the festival into the digital space.

The festival appeals to a broad target group. The Expo shows novelties of the industry and tourism, the various test possibilities allow interested people to find the right bike, workshops and rides encourage to participate. Various shows, contests, concerts, food stands, bars and cafés invite visitors to linger.



OPENING HOURS

Thursday
Friday
Saturday
Sunday

FESTIVAL EUROPAALLEE

11-19 h
11-19 h
11-19 h
11-17 h

CAMPUS BRUNAU

14-19 h
14-19 h
11-19 h
11-17 h

Activities also take place outside these hours.

CYCLE WEEK FESTIVAL

Frequency and image transfer at Europaallee

Right next to Zurich's main train station, the modern Europaallee area guarantees a high visitor frequency and a contemporary image transfer with around 15,000 people a day.

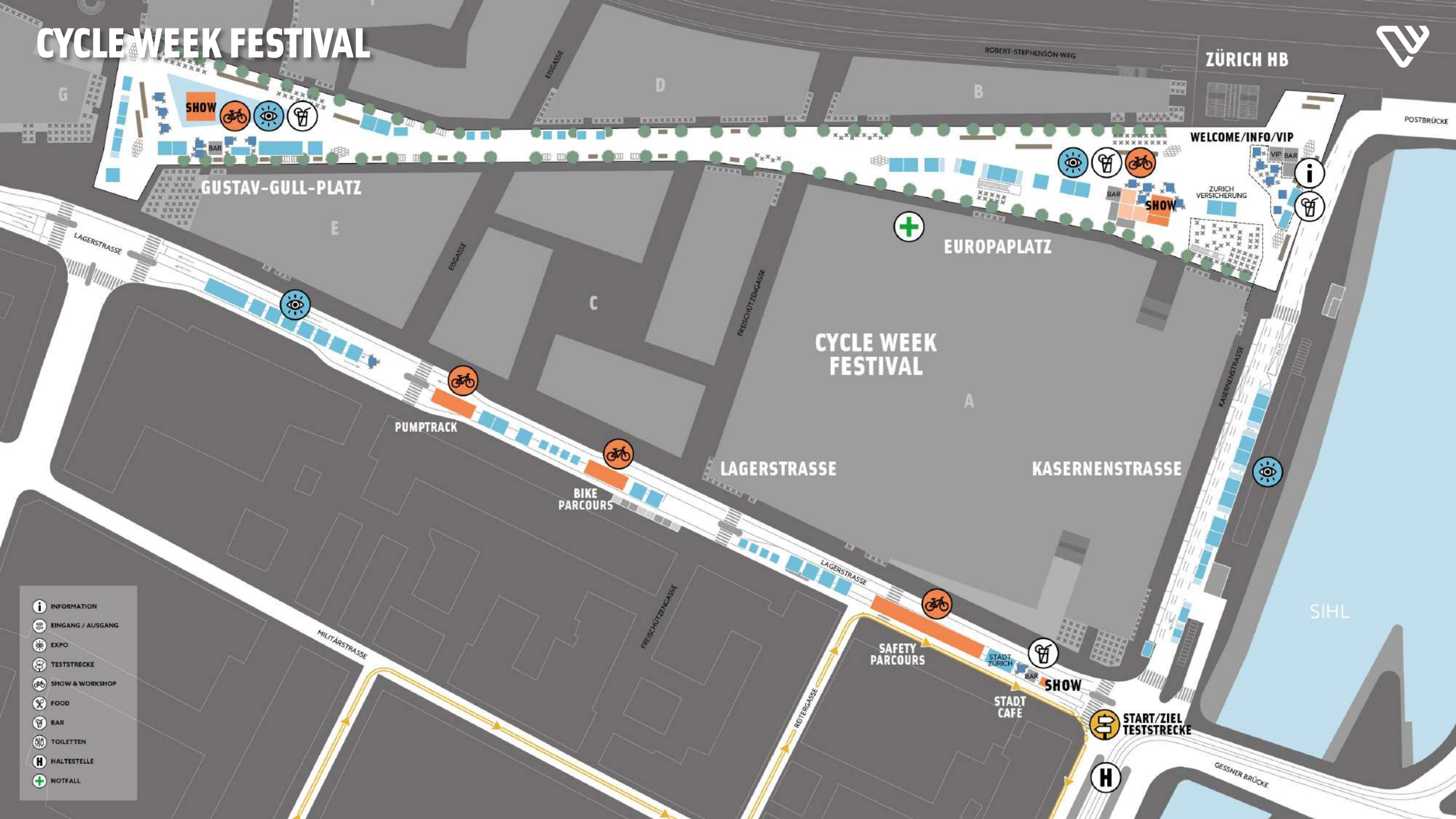
The bicycle industry presents itself in the heart of Switzerland's largest city and thus manages to infect many new people with the desire for cycling.

The Expo represents the whole range of the cycling world, with offers for everyday life, sports, leisure and tourism.

Visitors are immersed in the world of cycling: they browse and test at the Expo, marvel at shows, discuss and inform themselves at talks and enjoy the cycling experience on the show stages and the extensive food and drink on offer.



CYCLE WEEK FESTIVAL



CYCLE WEEK FESTIVAL – EXPO



GUSTAV GULL PLATZ



EUROPAPLATZ



KASERNENSTRASSE



LAGERSTRASSE



CYCLE WEEK FESTIVAL – EXPO



Europaplatz

Right next to Zurich's main train station, Europaplatz becomes the first touchpoint for visitors arriving by train; with CYCLE WEEK info center, cozy bars, a show stage and Expo booths. High-quality metal and glass cubes provide a unique showcase and fit perfectly into the modern architecture.

Gustav-Gull-Platz

Gustav Gull-Platz offers a combination of exhibition, shows and unplugged concerts in the middle of state-of-the-art architecture. The gable tents with fascia appear in a uniform design, but with individual branding. Smaller booths find their home in the pavilion with the proven pallet look.

Kasernenstrasse

Kasernenstrasse is closed to through traffic and offers stands with testing opportunities at a prime frequency location. The gable tents with fascia come in a uniform design, but with individual branding.

Lagerstrasse

The Lagerstrasse is closed to through traffic and becomes an exciting mix of exhibition, city café, safety course, activities such as pump track, riding technique and kids course. The exhibition consists of gabled tents with fascia in a uniform design, but with individual branding. Smaller booths find their home in the pavilion with the proven pallet look.

CYCLE WEEK CAMPUS

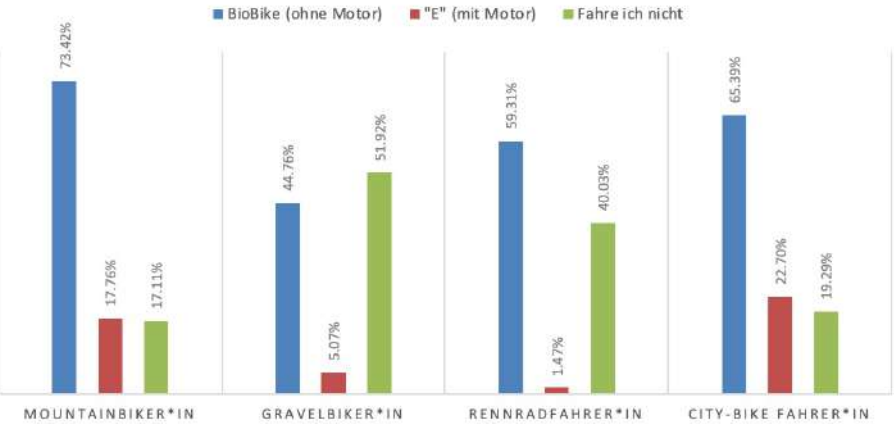
The paradise for interested cyclists

At the foot of Zurich's local mountain Üetliberg, the Brunau recreation area offers a diverse sports infrastructure with a pump track, dirt jump facility, BMX & skate park and immediate access to mountain bike trails and gravel roads.

The fenced area offers the possibility for individual expo stands and is the place for high quality contacts. According to the online survey, visitors to the Test Village spend an average of 4200 francs on a bike. Around 7,000 interested visitors are expected at the Campus (Test Village and MTB Dirtpark). The focus will be on bike tests as well as numerous workshops and social rides in cooperation with exhibitors and the professional Swiss Cycling Guides. Visitors pay 10 Swiss francs each for admission to the Campus and participation in a workshop or ride.



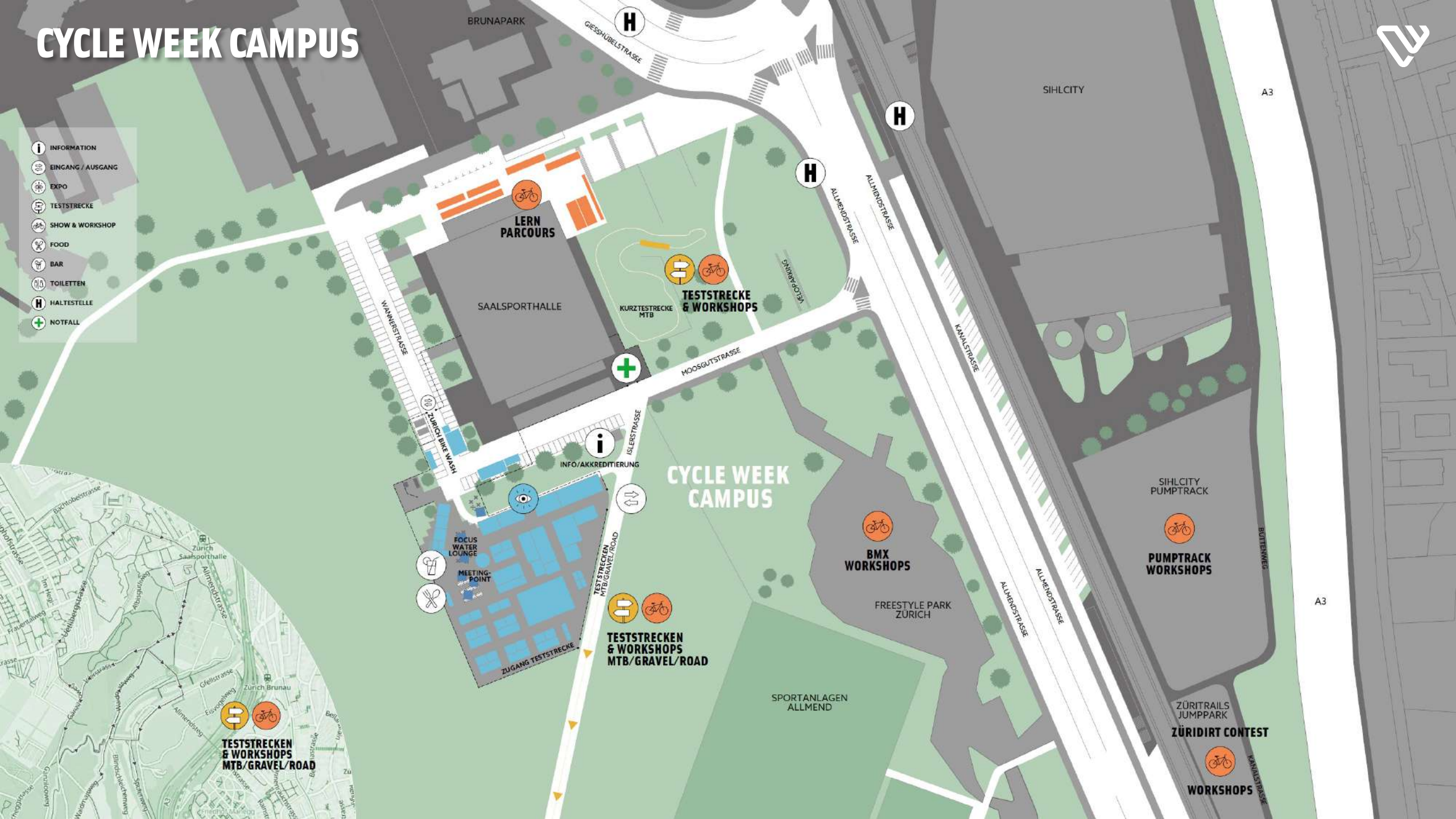
Bike use (Online survey of 900 visitors of the Test-Village)



CYCLE WEEK CAMPUS



- INFORMATION
- EINGANG / AUSGANG
- EXPO
- TESTSTRECKE
- SHOW & WORKSHOP
- FOOD
- BAR
- TOILETTEN
- HALTESTELLE
- NOTFALL



CYCLE WEEK CAMPUS BRUNAU – TEST-VILLAGE



TEST-VILLAGE



MEETING POINT WORKSHOPS



ZURICH BIKE WASH



BIKE TEST MTB, GRAVEL, ROAD

BIKE TEST, WORKSHOPS AND SOCIAL RIDES



BRUNAU – AT THE FOOT OF THE UETLIBERG AND END OF THE SIHL VALLEY



HÖCKLER- AND ALLMENDTRAIL



SIHLTAL: GRAVELER'S PARADISE



BUCHENEGG: ALPINE PASS FEELING ON THE OUTSKIRTS

ZÜRI DIRT CONTEST AND WORKSHOPS ON EXISTING SPORTS FACILITIES



MTB-DIRTJUMP SIHL CITY



KIDS PUMPTRACK SIHL CITY



PUMPTRACK SIHL CITY



FREESTYLE PARK ZÜRICH

CYCLE WEEK CHANNEL

Hybrid experience - haptic and digital

THE CYCLE WEEK stirs emotions on site and creates excitement on digital channels. The CYCLE WEEK CHANNEL turns the event into a hybrid festival.

A professional team transfers to the digital space in live broadcasts and numerous social media clips. The focus is on personalities, MTB and mobility talks, presentations, challenges and contests. Videos and reports are developed together with partners and offer a deep insight into the cycling world that remains on-demand.

A total of 35.7 million contacts were generated via the CYCLE WEEK CHANNEL, social media channels and CYCLE WEEK event communication (TV, radio, online, print, outdoor advertising, media relations).



CYCLE WEEK PROGRAM

CYCLE WEEK FESTIVAL Europaallee

- Expo & Bike Tests
- Workshops & Taster Courses
- Safety course / Kidsbike course / Pumptrack
- Lounges / Bars / Cafés / Streetfood stalls
- Stages with BMX Flatland / Street Trial / Bike Lovers Contest / Unplugged Acts / Shows / Talks
- Meeting points for the bike community

CYCLE WEEK CAMPUS Brunau

- Bike Tests
- Workshops & Rides
- Food&Drinks
- ZüriDirt Contest

CYCLE WEEK CHANNEL digital

- Live broadcasts
- Reports and clips of personalities, MTB and mobility talks, presentations, challenges and contests



BECOME AN EXHIBITOR

Present your products and services to a broad audience at Switzerland's largest bicycle festival.

Our Expo representatives will be happy to answer your questions and advise you on stand presence and digital options.

The CYCLE WEEK stands can be booked in our exhibitor portal (registration is not yet binding):

aussteller.cycleweek.ch/



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