PRESS RELEASE

**ALTA BADIA**

**WHERE EVERY RIDE BECOMES A UNIQUE EXPERIENCE**

**Alta Badia is a destination that offers unforgettable experiences for cycling enthusiasts, with rides that will leave a lasting impression on those who love to pedal. Nestled in the Dolomites, a UNESCO World Heritage site, it is the perfect starting point for exploring the legendary Dolomite passes, symbols of cycling history. Iconic events such as the Maratona dles Dolomites-Enel, the Sellaronda Bike Day and the Dolomites Bike Day add to the experience, making this a true paradise for cyclists.**

**Alta Badia (South Tyrolean Dolomites/Italy)** - Alta Badia is a paradise for cycling enthusiasts, a place where nature and the passion for two wheels come together in perfect harmony. Whether you prefer road bikes, mountain bikes or e-bikes, this destination offers a wide range of routes suitable for all levels. Cycling here is more than just a sport; it's an experience that immerses you in breathtaking landscapes, local culture, gastronomic traditions and a commitment to increasingly sustainable tourism. This commitment was confirmed in 2022 when Alta Badia obtained the prestigious GSTC (Global Sustainable Tourism Council) certification.

In recent years, Alta Badia has become a real benchmark for the most demanding cyclists. Its strategic position, the variety of routes for all levels and the opportunity to ride on roads that have made cycling history make it an unmissable destination. From here you can tackle the legendary climbs of the Dolomite passes, such as Pordoi, Sella, Gardena, Fedaia, Valparola, Falzarego and Giau, up to the iconic Tre Cime di Lavaredo, a true dream for every cycling enthusiast.

**MARATONA DLES DOLOMITES-ENEL: A CYCLING GRANFONDO FILLED WITH LÜM (LIGHT)**

32.700 registrations from 95 nationalities have been received for the 38th edition of the Maratona dles Dolomites-Enel, scheduled for Sunday 6th July. The Granfondo attracts cyclists from all over the world every year and can be considered the queen of European cycling events.

The theme that accompanies and characterizes this edition is Lüm, the light that illuminates the world. Thus, the new logo of the Marathon also comes to light, as explained by Manuel Bottazzo, the designer entrusted with creating the event's logo: “*The new logo is compact and solid, yet completely cut by the sun's rays, deeply and completely marked by light, with a thin line capable of leaving a sharp impression. The final "M" is reminiscent of the Maratona dles Dolomites-Enel logo, but represents the summit of Sassongher, which magically lights up every year at 6.30 a.m. as we await the start, a kind of reassurance, a caress for all the eager cyclists. But this is only a brief symbolism; to be enlightened is much more. To be enlightened is to find our inner light, a light that, like the rays of the logo, should mark us deeply and remind us that we need to make changes throughout our lives in order to see beyond the darkness and continue our journey..*”

As usual the Dolomite Passes will draw the most attention: Campolongo, Sella, Pordoi, Gardena, Giau, Falzarego and Valparola. The three routes will remain the same, all closed to traffic: the real

“Maratona” is 138 km long with a 4.230 m difference in altitude, the “Medium” route is 106 km long with a 3.130 m difference in altitude and the “Sella Ronda” route is 55 km long with a 1.780 m difference in altitude.

Those who are not lucky enough to participate have the chance to purchase online the 200 higher-priced registrations whose proceeds will go to charity, by visiting the website: [www.maratona.it](http://www.maratona.it) on 20th March 2025.

**THE HISTORIC ROUTES OF THE MARATONA DLES DOLOMITES TURN INTO THE SUPERMARATONA**

Worldwide famous mountaineer Hervé Barmasse from Valle d'Aosta in the north-western part of Italy and the Maratona dles Dolomites – Enel, the famous Granfondo in Alta Badia, have presented the SuperMaratona, a new project that combines sporting passion with an evocative journey, which is nothing more than an invitation to immerse oneself in the history and culture of the Dolomites through cycling. Hervé, the first to take on this challenge in 2024, has tackled all the climbs climbed in the 37 editions of the Maratona in a 285 kilometre-long route with an altitude difference of 8400 metres and crossing 13 Dolomite passes, an integral and magnificent part of the history of cycling: an unprecedented challenge. Anyone can take on this challenge, which is conceived above all as a challenge to oneself. At the link maratona.it/supermaratona you will find the altimetry and route details.

**SELLARONDA BIKE DAY E DOLOMITES BIKE DAY: TWO EVENTS WITH THE DOLOMITE PASSES CLOSED TO MOTORISED TRAFFIC**

The month of June is packed with events that have become a fixture in every cyclist's calendar, as Alta Badia's cycling events once again combine breathtaking scenery with sustainability. These two special days offer the opportunity to enjoy the Dolomite passes free of motorised traffic, even for those who do not have the chance to take part in the coveted Maratona dles Dolomites-Enel.

The Bike Days are non-competitive cycling events open to everyone without the need to register. The routes follow the course of the Maratona dles Dolomites-Enel and other legendary cycling routes.

On 7 June, the already traditional Sellaronda Bike Day takes place, during which the passes around the Sella Group are closed to traffic. The event will be repeated on 13 September. In June from 08.30 to 16.00, keen cyclists will be able to take part in the non-competitive event, which runs in an anti-clockwise direction, is 53 km long and has an altitude gain of 1637 metres. The official merchandising of the event, available in the shops of the organising valleys, was created by designer Manuel Bottazzo and produced by Sportful. [www.sellarondabikeday.com](http://www.sellarondabikeday.com)

The protagonists of the Dolomites Bike Day on 21ST June, on the other hand, are the Campolongo, Falzarego and Valparola Dolomite passes, scenes of epic exploits that have made cycling history. The route runs along the ring that begins in Alta Badia and leads over the Passo Campolongo to Arabba and the Livinallongo Valley. It continues to the Falzarego Pass and then to the Valparola Pass before reaching the villages of La Villa and Corvara to finish the ride. The route, which is closed to traffic from 08:30 to 14:30, is 51km long and has a total elevation gain of 1.370m. The route must be ridden in an anti-clockwise direction. [www.dolomitesbikeday.it](http://www.dolomitesbikeday.it)

**BIKE GUIDED TOURS: CYCLING IN A GROUP IS MORE FUN**

In the summer of 2025, Alta Badia is once again offering guided bike tours in June and July, with five weekly dates. The programme includes a full calendar of guided tours to discover the most fascinating routes up and down the Dolomites: from Monday to Friday, every day there will be an excursion to the most famous places and passes in the Dolomites with expert local guides. These include the classic Sellaronda route, the Passo Fedaia or the Passo Giau. The excursions cost € 40.00 and can be booked at the tourist offices in Alta Badia or online at [www.altabadia.org](http://www.altabadia.org).

**E-BIKE SHARING: ELECTRIC THRILLS AT AN ALTITUDE OF OVER 2,000 METRES**

Thanks to E-Bike Sharing, you can pedal with ease and reach the most scenic spots of the area and the three parks in the Area Movimënt at an altitude of 2,000 m. Thanks to electric bikes which provide assisted pedalling, even the most challenging climbs can be tackled effortlessly. Therefore, this outdoor activity is also suitable for those who are less sporty, but still wish to experience the Dolomites on two wheels. The stations where bikes can be dropped off and picked up are located above the Col Alto, Piz La Ila and Piz Sorega cable cars. You can even book e-bikes from one of the sports shops and rental shops in the area. You can even take your e-bike onto some of the cable cars and chair lifts: a fun way to move from one place to another without having to drive.

**ALTA BADIA ALL ROAD: EXPERIENCE THE BIKE BEATS MOVIMËNT AND THE SELLARONDA ON YOUR MOUNTAIN BIKE**

Alta Badia is also the ideal destination for mountain bike enthusiasts, with its wide dirt roads nestled in rich and diverse vegetation. For cyclists who enjoy endurance, free-riding and touring, there are many options along incredibly beautiful trails of varying degrees of difficulty.

For the most adventurous cyclists who are all about the adrenaline rush, there's the Bike Beats Movimënt, downhill trails dedicated to cyclists. These are smooth flow country trails with containment banks and jumps with varying levels of difficulty. From this year, the Bike Beats Movimënt will be part of the Gravity Card circuit, a card that provides access to 30 of the best parks across Europe. Being part of this network ensures quality and service.The trails are accessible to mountain bikes or e-bikes, on the Alta Badia plateau at 2000m and can be reached by ski lifts, on which the bikes can be loaded.

Alta Badia is also the perfect starting point to tackle the Sellaronda on your mountain bike. Here, you can take your bike on the cable cars, meaning you can effortlessly reach the mountain peaks and then put yourself to the test down breath-taking descents and single trails dedicated to mountain bikes. The loop can be done clockwise and anti-clockwise; we advise tackling it with an expert mountain-bike guide.

**ON GRAVEL BIKES ALONG THE WHITE ROADS OF ALTA BADIA**

In recent years, gravel has won over thousands of cyclists, who were quite happy to abandon asphalt surfaces to tackle gravel trails without losing out on the joy of pedalling on a race bike. It goes without saying that Alta Badia has also become a very appealing destination for cyclists wishing to ride through the woods to reach mountain huts and large expanses of prairies at the foot of the Dolomites a UNESCO World Heritage Site, remote from motorised traffic and from the stresses of everyday life. Alta Badia offers countless ‘white roads’, much to the joy of gravel bike riders. These include an

itinerary to discover the Ladin farmhouses and the local architecture, which is also accessible to untrained cyclists, or the medium-difficulty tour departing from the small town of La Val, which winds its way along asphalt surfaced and gravel roads. This particular trail is a gem, and it is not well known, at the foot of the two Fanes-Senes-Braies and Puez-Odle Nature Parks. The array of trails is completed by the medium-difficulty trail leading from Badia to the prairies of Armentara, passing under the iconic massif of Santa Croce.

**BIKE FRIENDLY: THE PERFECT CYCLING HOLIDAY**

In summer, the tourist offer for cyclists in Alta Badia [www.altabadia.org/bike](http://www.altabadia.org/bike) is called Bike Friendly and is for both on-road and mountain-biking cyclists. Tourist information bureaus provide road maps with recommended trails, while local guides provide the opportunity to organise guided excursions every day.

There are many agreements in place with accommodation facilities, bicycle rental shops, spare parts and technical clothing shops, restaurants and specialised shelters to meet the needs of everyone who enjoys practising this sport. The "Bike Expert" and "Bike Friendly" hotels provide everything cyclists need: a space where they can clean and mend their bikes, bicycle storage, a bike tool box, a laundry, a balanced breakfast, and cold dishes or cakes in the afternoon, for an energy boost. Cable cars and chair lifts transport bikes at no additional cost.

**CASTELLI AND CICLI PINARELLO, PARTNERS OF EXCELLENCE OF ALTA BADIA**

The partnership between Castelli, Alta Badia, and the Maratona dles Dolomites-Enel is a perfect union between three realities that represent the excellence of cycling and the territory in which one of the most challenging and spectacular granfondo races takes place. Castelli is an Italian company founded in 1876, specialising in the production of technical cycling clothing, which stands out for its continuous quest for innovation and quality. The partnership between Castelli, Alta Badia and the Maratona dles Dolomites-Enel is based on shared values such as excellence, passion and care for the territory. Indeed, Castelli is committed to protecting the environment and reducing the environmental impact of its production, while the Maratona dles Dolomites-Enel promotes sustainable management of the event. The Alta Badia cycling jerseys and trousers, designed by graphic designer Manuel Bottazzo, has been produced by Castelli and is available in Alta Badia shops and information offices.

The partnership between Alta Badia and Cicli Pinarello has also been consolidated. The Treviso-based company continues to be at the side of the resort and the Maratona dles Dolomites-Enel, on the strength of a complete sharing of values and objectives. The excellence of two wheels represented by Cicli Pinarello, combined with the quality of the hospitality of a resort like Alta Badia, are a certainty for cycling enthusiasts worldwide.

**For further information:** Alta Badia Tourist Information Offices – [www.altabadia.org](http://www.altabadia.org) – Phone: +39 0471/836176-847037 – Email: info@altabadia.org

**Alta Badia Press Office:**

Nicole Dorigo: Mobile +39 338/9506830 – Email: press@altabadia.org

Stefanie Irsara: Mobile +39 340/8738833 – Email: stefanie.irsara@altabadia.org