

2025 UCI Mountain Bike World Championships: Valais, Switzerland

Final economic impact report
November 2025

Private and confidential

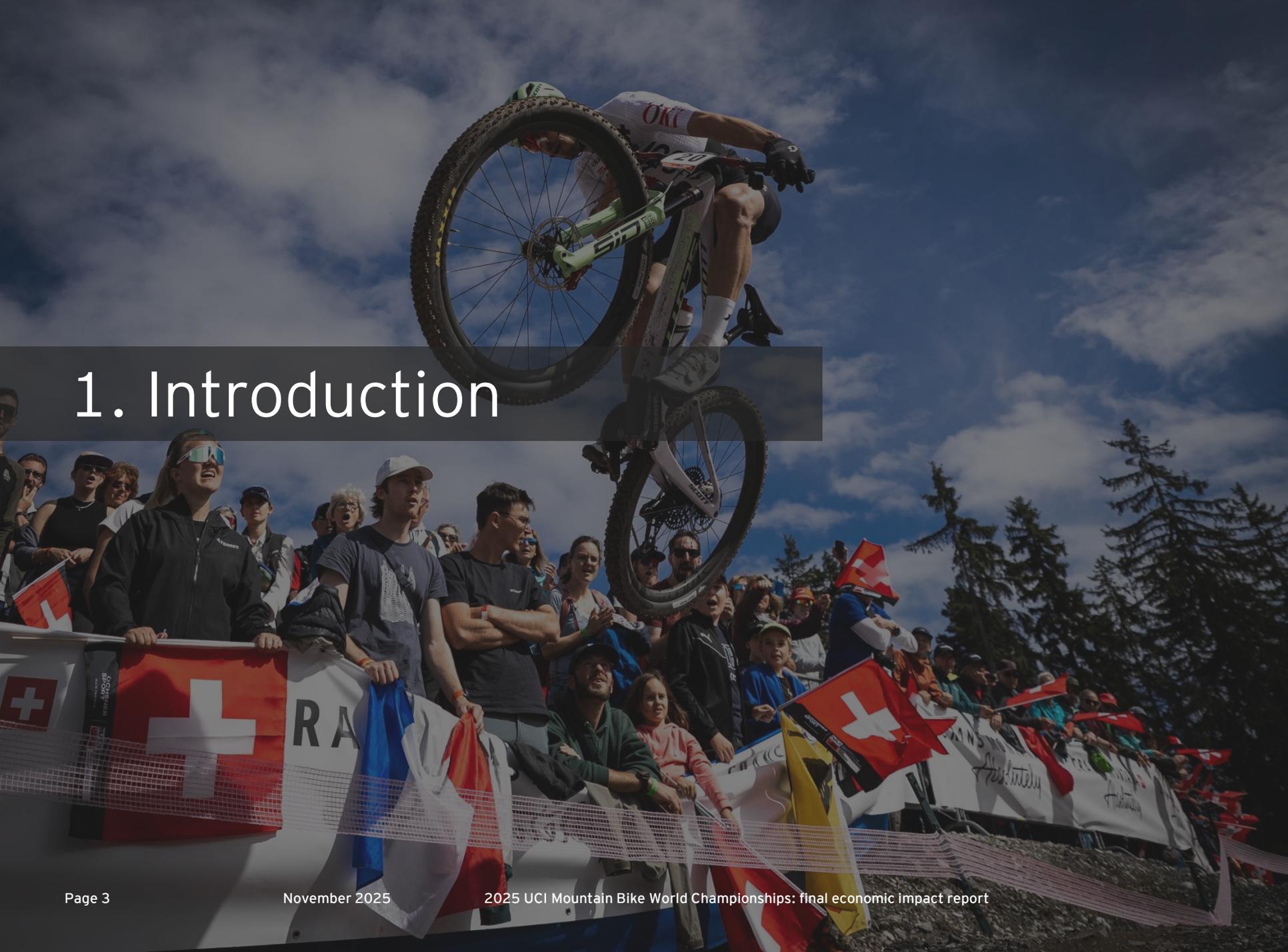


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A mountain biker in a white jersey with 'OKI' and the number '20' is performing a wheelie, balancing on the rear wheel. The crowd below is cheering, with many holding Swiss flags. The scene is set outdoors under a blue sky with scattered clouds.

1. Introduction

Introduction to the study – the 2025 UCI Mountain Bike World Championships

This report presents the findings of an economic impact assessment of the 2025 UCI Mountain Bike World Championships in Valais, Switzerland

Overview of the event

The 2025 UCI Mountain Bike World Championships (the “event”) were held in Valais, Switzerland, between 30th August and 14th September 2025.

For the first time in history, 8 major mountain bike disciplines were brought together in a single event.

Hosted across 8 destinations throughout the canton of Valais, the event attracted an estimated 48.5k unique spectators* to the region, alongside 1,135 competitors from 60 nations, who were accompanied by 521 supporting national federation members. A further 353 accredited media personnel also visited. The event showcased Valais and Switzerland to an international audience, generating 83m digital impressions, 104m videos views across all platforms** and a TV audience of 57.3m.

As well as providing a weekend of cycling entertainment for fans, the event generated broader economic impacts within the Valais region.

This report

This report presents the findings of EY’s assessment of the economic impact of the 2025 UCI Mountain Bike World Championships **exclusively on the Valais canton**, a region in the Southwest of Switzerland. The analysis is based on a combination of primary survey evidence and secondary research.

**Total attendance reported by the LOC was 110,000. Unique spectator estimates show the number of individual attendees at the event, distinguishing them from total attendance figures that include repeat visits across multiple days. EY utilized data gathered from spectator surveys to estimate the average number of days each individual spectator attended the event. By dividing the total spectator attendance by the average number of days attended, repeat attendance was adjusted for.*

***The number of impressions indicates how many times digital content is viewed by audiences.*

****There were also three refugee athletes competing, without a supporting national federation.*

The report includes analysis on impact of the following:

Spending by spectators in Valais – the spending of inter-cantonal and international spectators visiting Valais.

Spending by other event visitors in Valais – the spending of other event visitors, including the media, participants and their supporting national federations.***

Event delivery expenditure in Valais – the event operations impact, based on additional expenditure occurring within the region.

Event engagement – the impact and reach of the event on visitors and through social media, which may drive future benefits in the region.

The rest of the report is structured as follows:

Section 2: Executive summary

Section 3: Spectator profile and spend

Section 4: Other visitors profile and spend

Section 5: Economic impact of the event

Section 6: Event engagement

Section 7: Sustainability and legacy



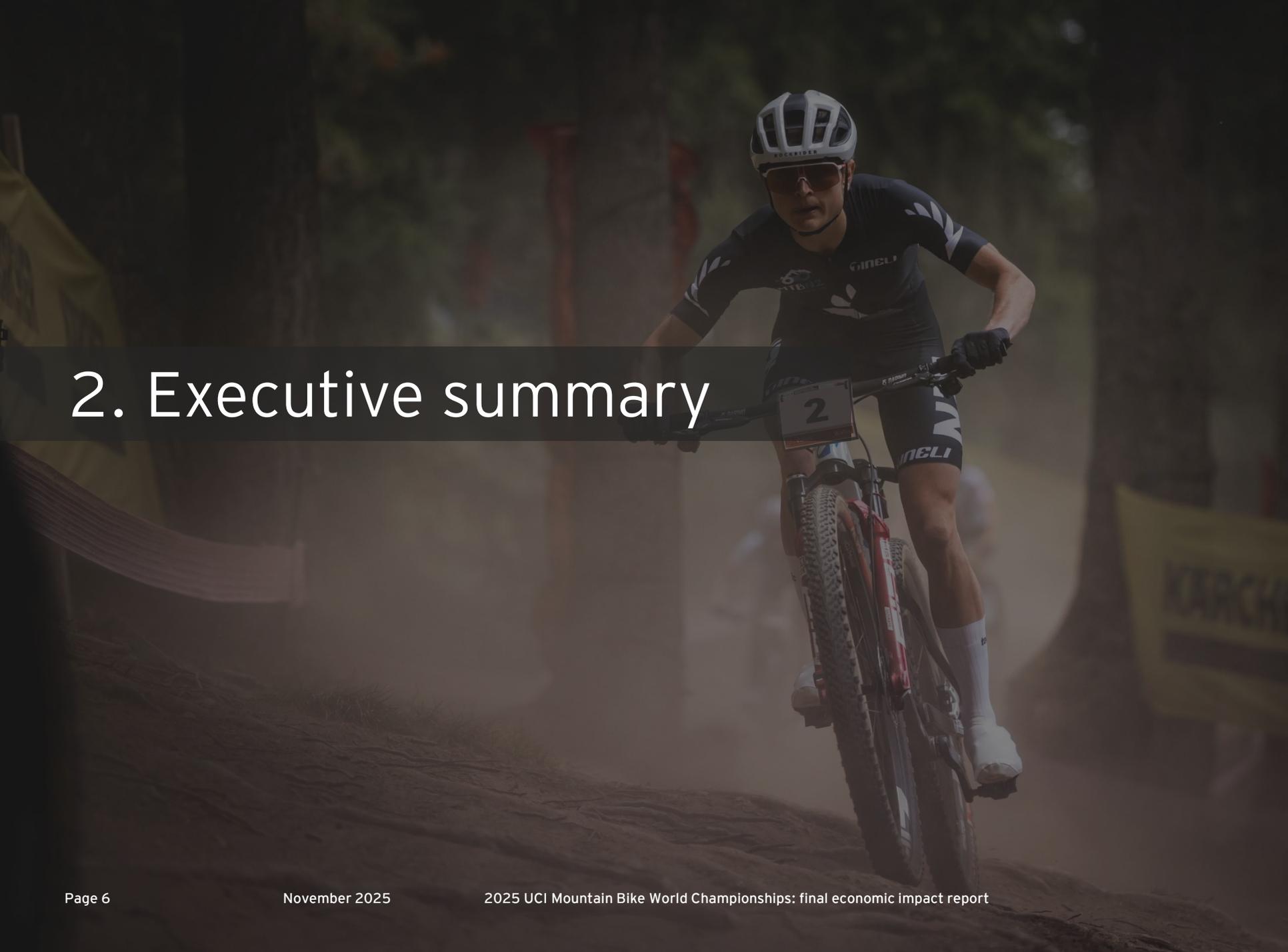
Sources: UCI, Local Organizing Committee (LOC) and EY analysis.

Valais' sustained initiatives to create a long-term tourism and sport legacy

Valais' sport events form part of a broader initiative to boost tourism and promote cycling in the region

- ▶ Information from the LOC suggests the 2025 UCI Mountain Bike World championships has been a catalyst for the implementation of initiatives aimed at promoting and developing the cycling value chain in Valais.
- ▶ In recent years, the region has enjoyed lasting benefits from a series of **legacy initiatives in sports and tourism** (see the Sustainability and Legacy section for more information).
- ▶ In 2024, Valais organised and hosted numerous international cycling events, including the WHOOP UCI Mountain Bike World Series (cross country and enduro), a UCI Pump Track World Championships Qualifier, the UEC Downhill European Championships, and the Marathon Grand Raid. These were all in preparation for the 2025 UCI Mountain Bike World championships.





2. Executive summary

Executive summary of the impact generated by the UCI World Championships

The UCI Mountain Bike World Championships delivered an estimated CHF 19.3m in additional GVA to the Valais economy

The main findings of this report are as follows:

- ▶ An estimated 48.5k unique spectators were present at the 2025 UCI Mountain Bike World Championships in Valais, contributing to a total event attendance of 110k over the course of the event.
- ▶ 1,135 professional riders participated in the event, accompanied by 521 supporting team members, and 353 media personnel.
- ▶ An estimated 31k unique spectators* (65% of total unique spectators) were from outside of Valais - comprising visiting spectators from other cantons in Switzerland and international visitors from outside Switzerland.
- ▶ In total, spectators visiting Valais spent an estimated CHF 6.0m during their stay.
- ▶ In total, media, participants, and their supporting national federations are estimated to have spent approximately CHF 5.0m in Valais over the course of the UCI World Championships.
- ▶ A further CHF 8.1m was spent in the Valais canton on event delivery, covering all costs incurred by the LOC and UCI in organising and setting up the event.
- ▶ The event delivered an estimated CHF 19.3m to the region's gross value added (GVA). This is equivalent to supporting 228 FTE jobs within Valais**.
- ▶ 86% of spectators were "satisfied" or "very satisfied" with the event.
- ▶ 75% of international visitors and 79% of non-local visitors would likely or very likely recommend the region for a holiday.
- ▶ 93% of local residents felt somewhat or very proud that the event was taking place in Valais.
- ▶ The digital content of the event gathered 83m impressions, and videos of the event achieved a total of 104m video views across all platforms.***
- ▶ Sustainability remained a central focus, with 90% of the event's energy from the local grid and renewable production, while 75% of the competitions were free and open to all.
- ▶ Data from the Local Organising Committee (LOC) suggests that the event contributed to the 130% membership growth in youth cycling since 2020****.

Sources: UCI, LOC and EY analysis.



48.5k Unique spectators estimated to have attended the event



31,000 Unique spectators estimated to have attended from outside Valais



CHF 19.3m Estimated GVA boost to the Valais economy



83.1m Impressions from all digital content

As set out on Page 4, the unique spectators count adjusts for repeat visits by individual attendees to the event. ** An FTE, or full-time equivalent, is a unit that measures an employee's workload by comparing the total hours worked to the hours of a full-time employee, typically representing one full-time worker.* Note: the number of impressions is the number of times viewers see digital content and the number of views is the number of times viewers watch video content. **** Based on 420 members in 2020.*

A large crowd of spectators is gathered for a mountain bike race. In the foreground, a cyclist in a white and red jersey is riding a mountain bike. The crowd is dense, with many people holding Swiss flags. Banners for 'REGION DES DENTS DU MIDI', 'Valais', and 'K'ARCHER' are visible. A green umbrella is also present in the crowd.

3. Spectator profile and spend

Total spectator attendance

Total spectator attendance at the event was 110k, with 48.5k unique individuals attending

Key findings include:

- ▶ Total spectator attendance at the event was 110k over the sixteen days of the event.
- ▶ After accounting for spectators attending multiple days of the event, data from spectator surveys and ticket sales suggest that around 48.5k unique spectators may have attended the event.
- ▶ An estimated 48% of spectators were from the rest of Switzerland (outside of Valais) and 17% from overseas**.
- ▶ The highest attendance was registered over the three weekends. Sion registered the highest attendance in the opening weekend & castle ride, followed by Crans-Montana, which hosted the Team Relay and Cross-Country Olympic events in the final weekend and Champéry, which hosted the downhill in the central weekend.

Venue	Events	Number of attendees
Sion (30/08 - 31/08)	Opening Weekend & Castle Ride	35k
Aletsch Arena (31/08 - 01/09)	Enduro & E-Enduro	10k
Bellwald (04/09)	E-Mountain Bike Cross-country	3k
Monthey (04/09 - 06/09)	Pump Track	7k
Verbier-Val d'Anniviers (06/09)	Marathon	10k
Champéry (04/09 - 07/09)	Downhill	17k
Zermatt (08/09 - 09/09)	Cross-Country Short Track	5k
Crans-Montana (10/09 - 14/09)	Cross-Country Olympic and Team Relay	23k
Total		110k



48% inter-cantonal ('non-local') spectators



17% international spectators

Source: EY analysis

**This split has been based on comparable UCI events, as well as the responses received to participants surveys carried out in Valais, to account for potential sample selection bias on the spectators that were being surveyed.

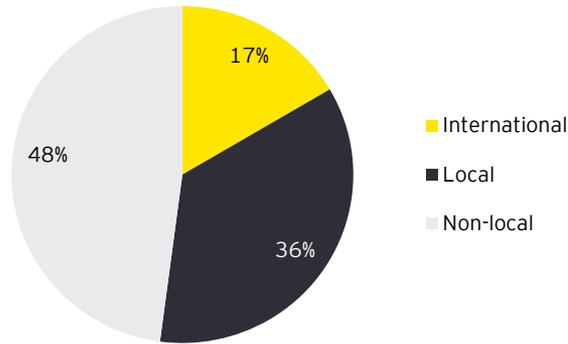
Unique spectators

An estimated 23.3k unique visiting spectators from elsewhere in Switzerland and 8k unique international spectators attended the event

Key findings include:

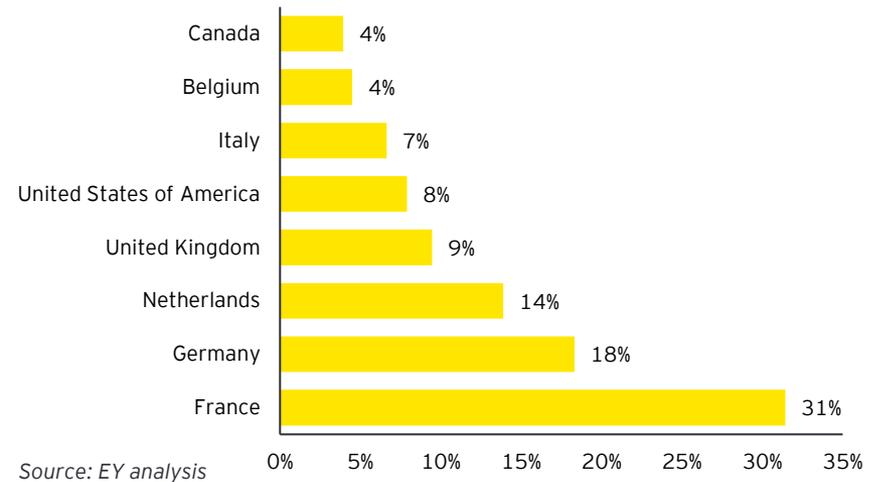
- ▶ Out of the estimated 48.5k unique spectators, approximately 36% (or 17.3k individuals) were from the canton of Valais*.
- ▶ An estimated 23.3k spectators were from elsewhere in Switzerland (48%), while 8k (17%) were from outside Switzerland*.
- ▶ Outside of Switzerland, the top three origin countries were France, Germany and Netherlands. These countries collectively accounted for 64% of all international spectators surveyed.

Origin of spectators from Valais, other regions in Switzerland and international***



Source: EY analysis

Origin of international spectators by country (%)****



Source: EY analysis

*Primary research was conducted to estimate the number of spectators travelling to Valais over the course of the event, their spending patterns and activities undertaken during their stay. This involved gathering information from spectators during the event, as well as from media personnel and participants. A full description of the survey method can be found in Appendix A.

** Total may not sum to 100% due to rounding.

*** This split has been based on the responses received to spectator surveys carried out in Valais.

****Note: Detailed origin information is based on survey data and indicative only.

Spectator spend

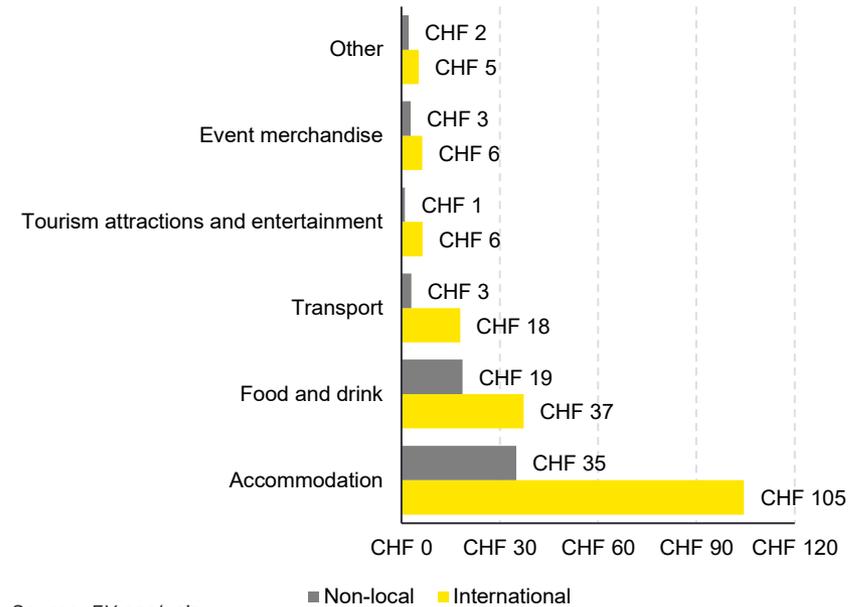
In total, spectators spent an estimated CHF 6.0m during their stay in Valais, benefiting a range of businesses in the canton

Key findings include:

- ▶ A key driver of the economic impact of the event was the spending of spectators during their stay. In total, spectators spent an estimated CHF 6.0m during their stay.
- ▶ Spectators spent CHF 3.4m on accommodation, making this their largest item of spending.
- ▶ In addition to this, spectators spent a further CHF 1.5m on food and drink and CHF 0.5m on transport. Tourism, merchandise and other activities accounted for a further CHF 0.6m of spectator expenditure.*



Average spectator spend per person per night, by category (CHF)



Average number of nights stayed by spectator origin	
Origin	Length of stay (days)
Non-local	1.9
International	2.3

Source: EY analysis

*Total may not sum due to rounding.

**International and non-local spectator spending includes only those spectators who either travelled to Valais specifically for the event or extended their stay for it.

*** Non-local spend per person per night was lower than typical for UCI events. This was because 40% of non-local attendees who were surveyed did not spend the night in Valais canton, and of those who did, 22% stayed at the home of a friend or relative. This decreased accommodation spend, which is usually the largest component of spectator spend.

Summary of spend per person per night	
Origin	Spend per person per night (CHF)
Non-local	63***
International	178

Source: EY analysis

Spectator accommodation

*Spectator accommodation spending alone generated CHF 3.4m of direct spend in the local economy.**

Key findings include:

- ▶ On average, **international spectators** spent **more than non-local spectators**, with international spectators spending CHF 104 per person per night, compared to CHF 35 per night for non-locals.
- ▶ For international survey respondents, short-term rentals were the most popular choice of accommodation, with 29% choosing this option, followed by Standard Hotel / Motel (3 stars or less) at 18% of international spectators (including Bike Hotels), and other rented house / apartment, at 16%.
- ▶ The most popular accommodation choice for non-local surveyed spectators was Standard Hotel/Motel (3 stars or less), with 23% choosing this option (including bike hotels). This was followed by home of a friend or relative at 22%.
- ▶ The least popular options were, Bed & Breakfast, Motor Homes, Backpackers/Hostels, Luxury Hotel / Serviced Apartment / Resort (4 or 5 star) and Camping / Caravan parks.

CHF 3.4m

Total spectator spending on accommodation

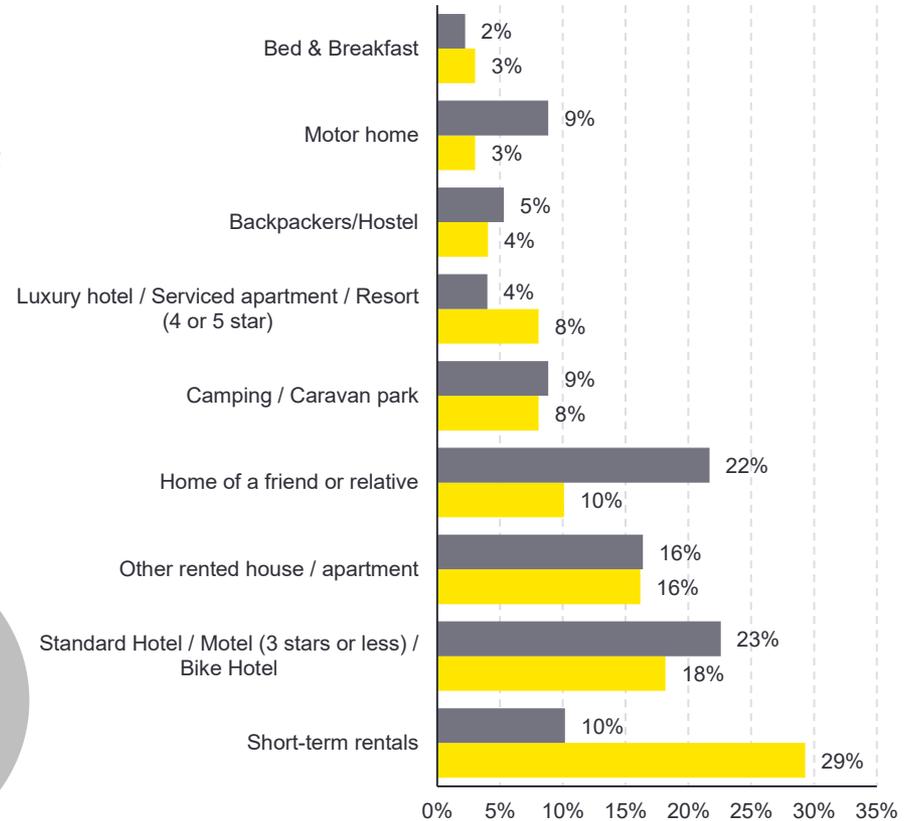
CHF 105

Average per night spending on accommodation of an 'International' spectator

CHF 35**

Average per night spending on accommodation of a 'Non-local' spectator

Breakdown of accommodation types for international spectators, percentage of total

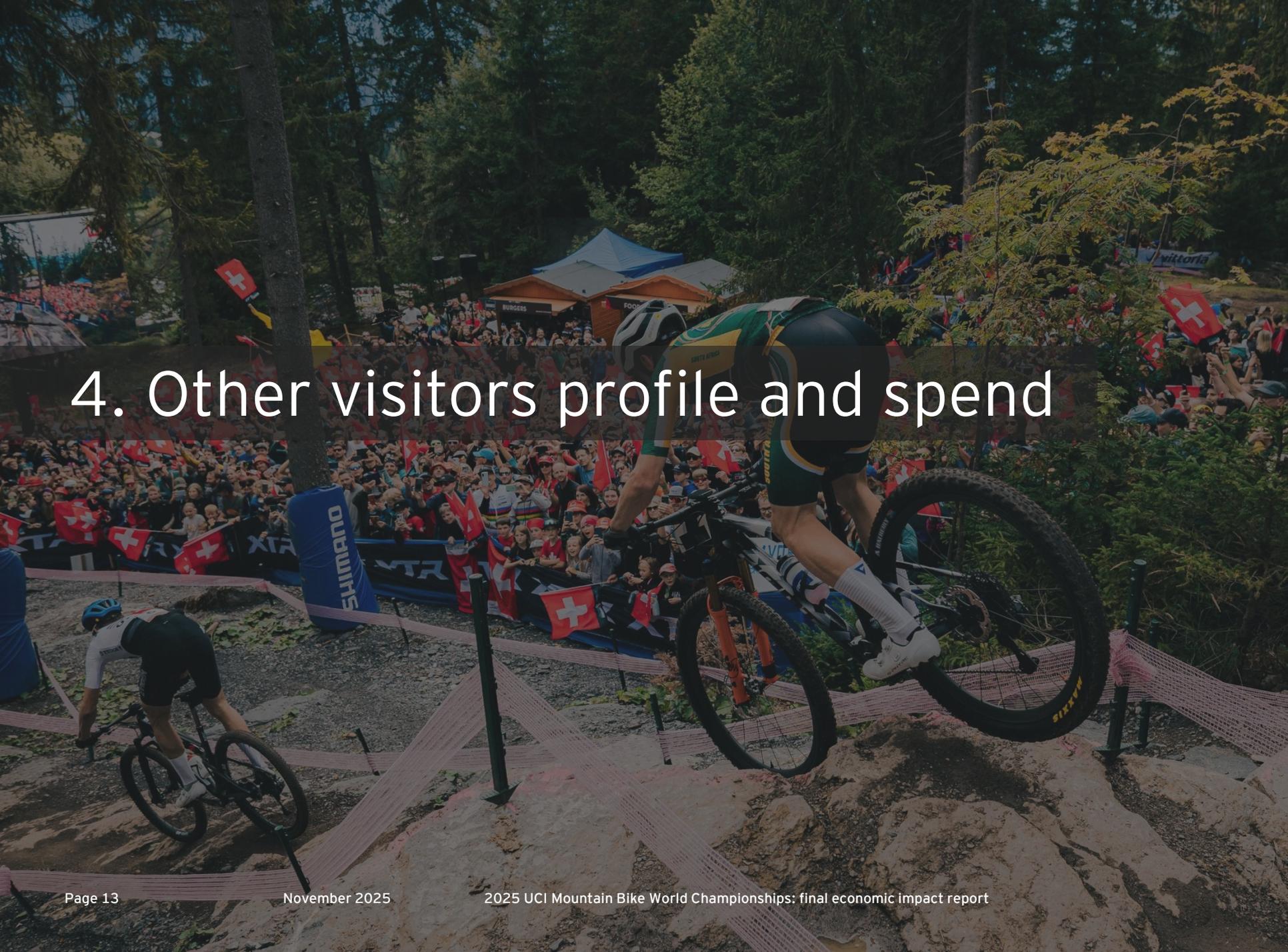


Source: EY analysis

■ Non-Local ■ International

*International and non-local visitor spending includes only those spectators who either travelled to Valais specifically for the event or extended their stay for it.

** Includes non-local spectators who stayed in unpaid accommodation such as the home of a friend or relative. This lowers the average spend reported here, as the total spend includes spend only on paid accommodation, whereas the total number of spectators includes those who stayed in paid and unpaid accommodation.



4. Other visitors profile and spend

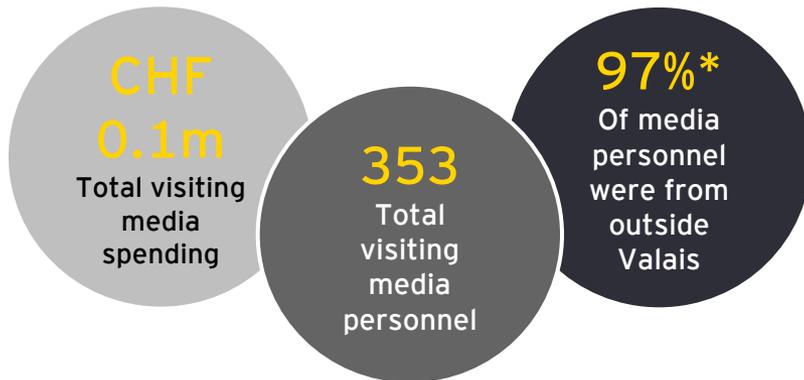
Media personnel

353 media personnel covered the event, spending nearly CHF 0.1m in the local economy.

Key findings include:

Media personnel...

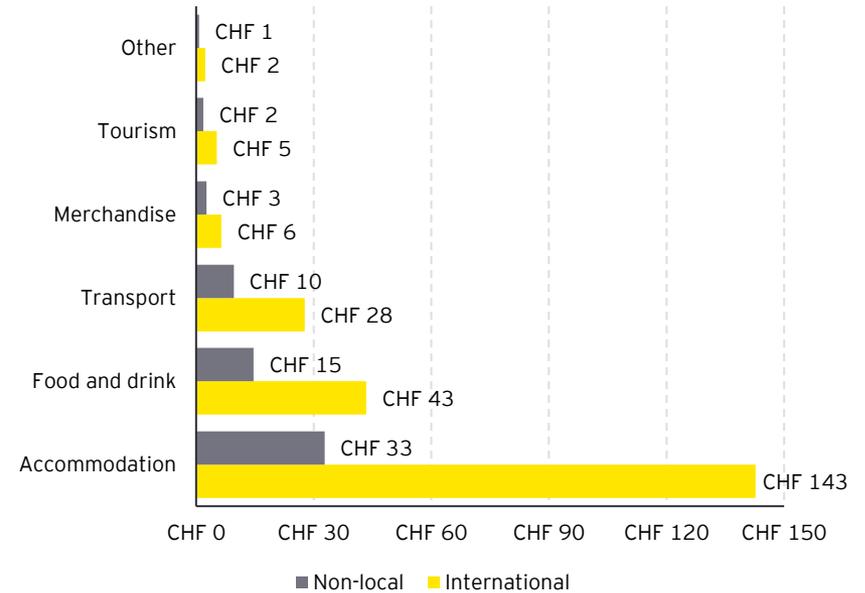
- ▶ 353 media personnel (comprising 220 non-local, 124 international, and 9 local media personnel) covered the event. This includes press, photo staff and host broadcasting.*
- ▶ Media personnel spent an estimated CHF 0.1m during the UCI World championships. The largest spending category was accommodation, with CHF 64k being spent on this alone.



Source: UCI; EY Analysis

*This is based on an estimate received from the UCI, detailing the split of media personnel between local, non-local, and international. Please note that, given the absence of survey responses received from media personnel, estimates were made on their spending profile based on past events. Please see Appendix B for more information. ** This includes media personnel who stayed in unpaid accommodation such as the home of a friend or relative. This lowers the average spend reported here, as the total spend includes spend only on paid accommodation, whereas the total number of media personnel includes those who stayed in paid and unpaid accommodation.

Average media personnel spend per person per night, by category (CHF)**



Summary of spend per person per night	
Origin	Spend per person per night (CHF)
Non-local	62
International	228

Source: UCI; EY Analysis

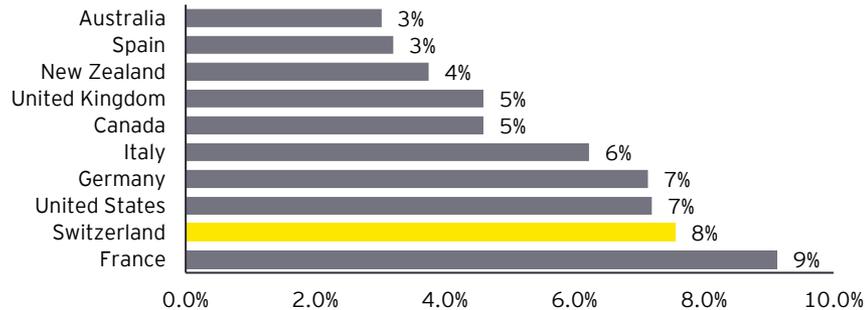
Participants and their supporting national federations

In total, participants and their supporting national federations spent CHF 4.9m during the event, helping to boost the local economy.

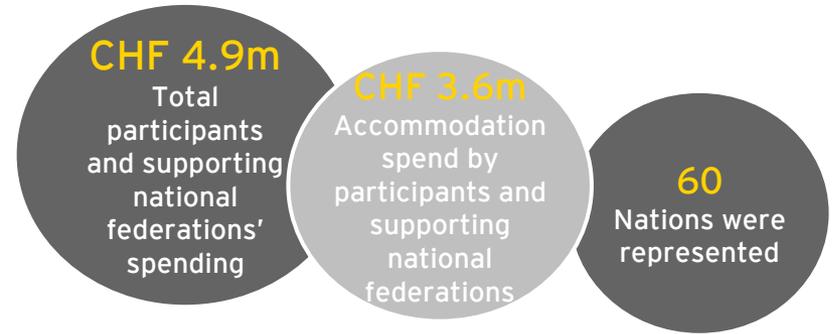
Key findings include:

- ▶ In total, 1,135 participants and their supporting national federations (from 60 nations) travelled to Valais to compete in the event.
- ▶ Participants and their supporting national federations' spending was primarily concentrated on accommodation (CHF 3.6m), food and drink (CHF 0.7m), and transport (CHF 0.4m). The remaining CHF 0.2m of the spend was on racing products, event merchandise, tourism attractions and other goods/activities.
- ▶ Approximately 56% of participants came from the 10 nations with the most individuals.
- ▶ The three largest contingents were from France (9%), Switzerland (8%), and USA (7%).

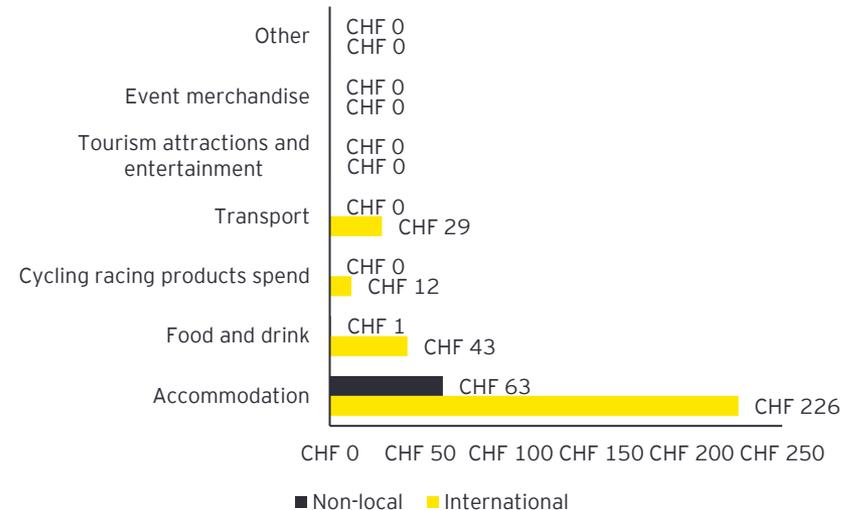
Top 10 nations with the highest share of participants and their supporting national federations



Source: EY analysis



Average spend per participant per night, by category (CHF)*



Source: EY analysis



5. Economic impact of the event

Methodology overview

This report considers three stages of economic impact:

- ▶ **Direct:** Resulting from spending directly related to the 2025 UCI Mountain Bike World Championships in Valais, such as tourism spending and delivery spending.
- ▶ **Indirect:** Representing activity supported within relevant supply chains.
- ▶ **Induced:** Resulting from the increased employment income, a proportion of which is then spent throughout the economy.

Each of these stages of economic impacts is quantified in terms of two measures of economic impact: gross value added (GVA, which measures the value added in monetary terms and its contribution to gross domestic product, GDP) and employment, which measures the number of jobs supported).

These impacts are generated by the activities associated with the event itself, the four categories of which are shown on the chart opposite.

The economic analysis within this section focuses on the impacts of visitors, event delivery, media, as well as participants and their supporting national federations in Valais. Fan engagement impacts, as well as sustainability and legacy impacts, are considered within the final two sections of this report.

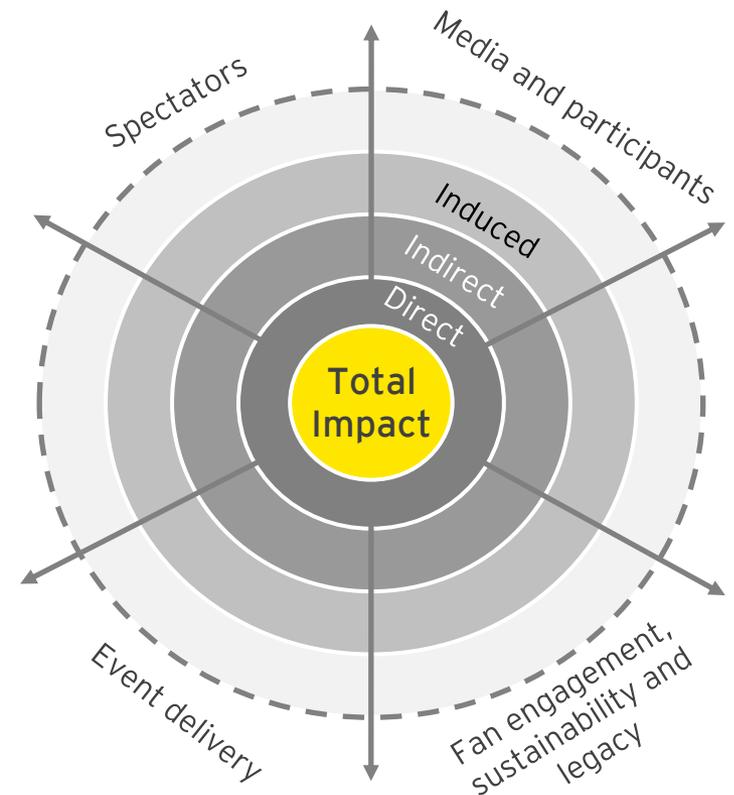
The impacts of visitors, media and participants upon Valais are based on the spending patterns described previously within this report. This includes only the spending of those groups and individuals who are not residents of the region, and who travelled to the region specifically for the event or extended their stay thanks to the event. Event delivery impacts include local spending of sponsors, partners and delivery related activity, excluding activity funded by government.

These levels of spending are then entered into EY's economic impact model, which estimates the economic activity directly supported by the additional spending brought into the regional economy, and the broader activity stimulated throughout supply chains and through the employment incomes generated.

Regional definition

The region for analysis is defined as the canton of Valais, in the Southwest of Switzerland.

Channels of impact resulting from the event



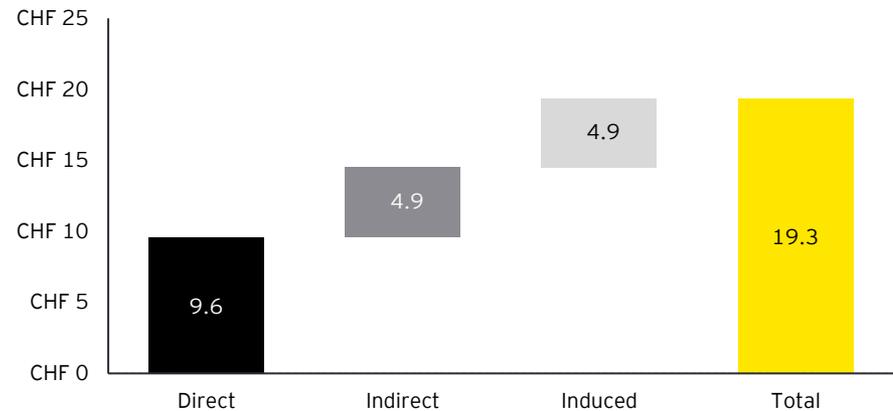
Gross value added (GVA) impacts

The event delivered CHF 19.3m of additional GVA to the Valais economy.

Key findings include:

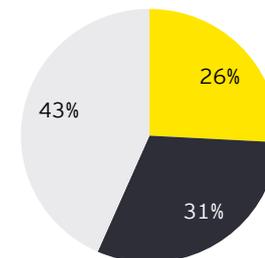
- ▶ The incremental value of the event to the local economy is estimated to be CHF 19.3m, as measured by its total GVA contribution, including direct, indirect and induced impacts.
- ▶ Of this contribution, CHF 9.6m was from direct GVA, mainly supported by spectator spending and event delivery in Valais.
- ▶ The direct impact generated a further CHF 4.9m indirectly through the demand created down businesses' supply chains in Valais.
- ▶ A further CHF 4.9m of induced GVA was then supported through spending of employment income that was generated because of these direct and indirect impacts.
- ▶ Event delivery contributed 43% to the total GVA impact. This is notably higher than the typical share observed at previous UCI events and can be attributed to the extended duration of the Championships (over two-weeks of competition compared to shorter weekends or five-day events in previous MTB editions) and the greater logistical demands of operating across eight distinct venues.
- ▶ The remaining GVA impact was split between spectator spending (31%) and the spend of media, participants and their supporting national federations (26%).

Total GVA impacts from the event (CHFm)*



Source: EY Analysis

Breakdown of total GVA impacts by source



■ Media and participants & their team members ■ Spectator ■ Event delivery

Source: EY Analysis

*Totals may not sum due to rounding.

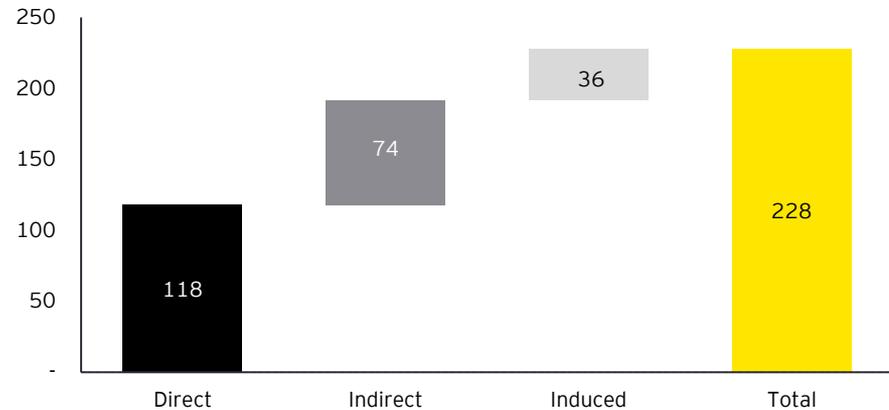
Employment impacts

Economic activity driven by the event supported 228 FTE jobs in Valais.

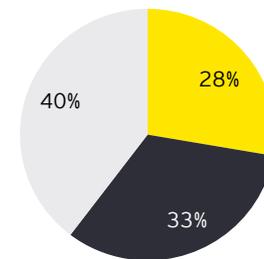
Key findings include:

- ▶ The economic activity generated by the event supported employment equivalent to 228 full-time equivalent (FTE) jobs within Valais.*
- ▶ Direct impacts were responsible for 118 FTE jobs, while indirect and induced impacts supported 74 FTE jobs and 36 FTE jobs, respectively.
- ▶ 40% of the employment impact was driven by event delivery spend.
- ▶ The remaining employment impact was supported by spectator spending (33%) and the spending of media, participants, and their national federations (28%).

Total employment impacts supported by the event (FTE)*



Breakdown of total employment impact by source



■ Media and participants & their team members ■ Spectator ■ Event delivery

* Given that employment is measured in FTE's, the employment supported in the period surrounding the event would therefore likely be somewhat larger.

Source: EY Analysis

6. Event engagement

Event satisfaction

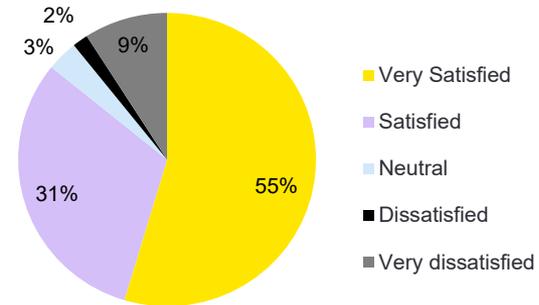
Overall, 86% of spectators were “very satisfied” or “satisfied” with the event.

Key findings include:

- ▶ Overall, 55% of all spectators were “very satisfied” and 31% were “satisfied” with the event.
- ▶ The percentage of international spectators who were “very satisfied” (59%) was slightly higher than that of local respondents, of whom 54% were “very satisfied”, and of non-local spectators, of whom 53% were “very satisfied”.
- ▶ Relatively few respondents expressed any dissatisfaction: 6% amongst international spectators and 10% amongst local spectators, and 13% of non-local spectators.

Event satisfaction - All spectators (local, non-local and international combined)

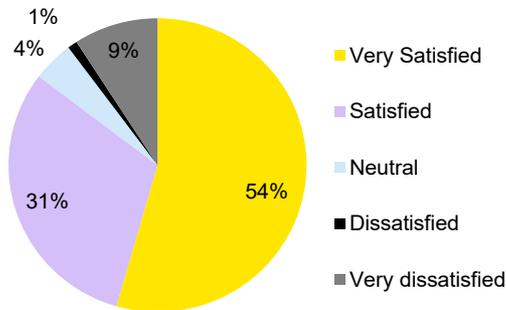
How satisfied were you with the 2025 UCI Mountain Bike World Championships as a whole?



Source: EY Analysis

Event satisfaction - Local spectators

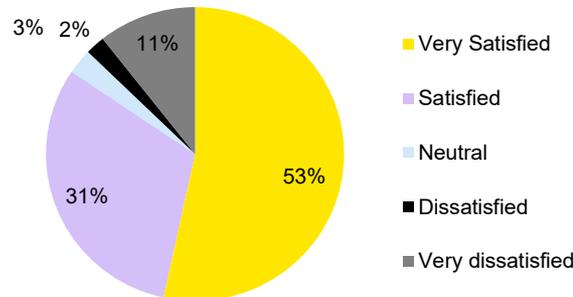
How satisfied were you with the 2025 UCI Mountain Bike World Championships as a whole?



Source: EY Analysis

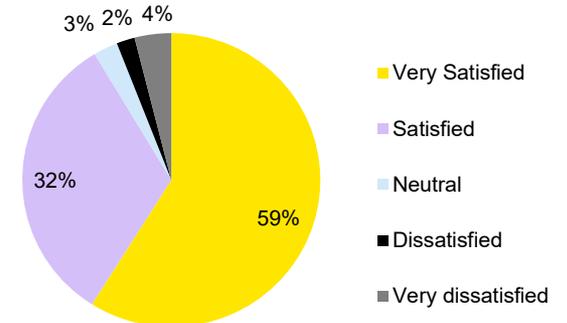
Event satisfaction - Non-local spectators

How satisfied were you with the 2025 UCI Mountain Bike World Championships as a whole?



Event satisfaction - International Spectators

How satisfied were you with the 2025 UCI Mountain Bike World Championships as a whole?



Valais as a holiday destination

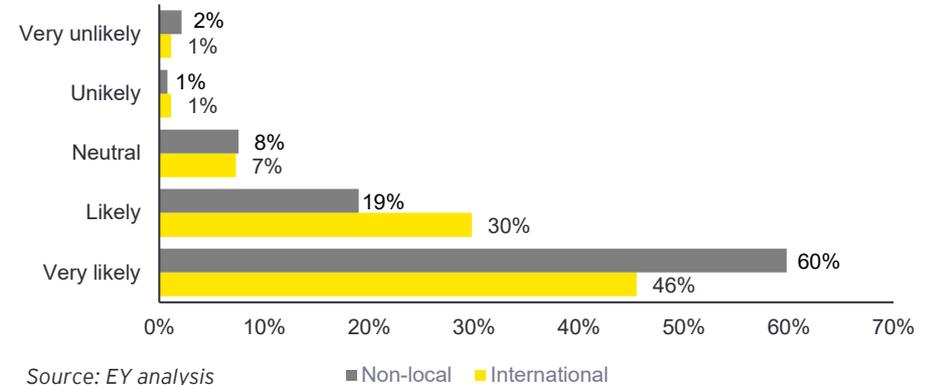
76% of international spectators would recommend Valais for a holiday, and 71% of these spectators expect to return in the future.

Key findings include:

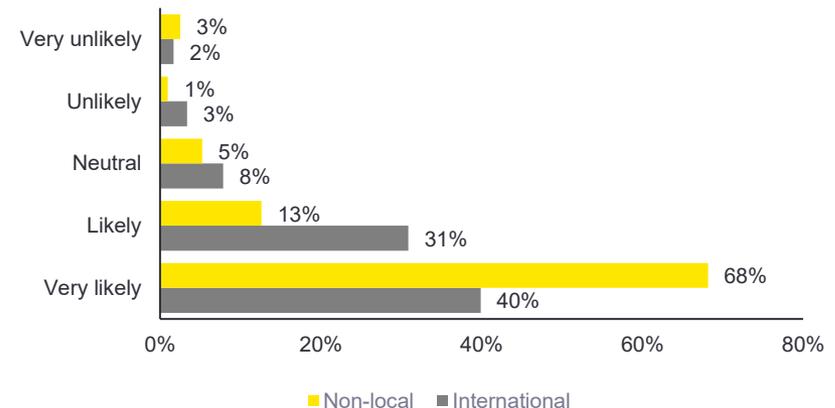
- ▶ 30% of international visitors were “likely” and 46% were “very likely” to recommend the region for a holiday.
- ▶ 19% of non-local visitors were “likely”, and 60% were “very likely” to recommend the region for a holiday.
- ▶ 7% of international visitors described their likelihood of recommending the region for a holiday as “neutral”, and for non-local visitors, this was 8%.
- ▶ Only a small percentage of international visitors and non-local visitors were “unlikely” to recommend the region for a holiday,
- ▶ Further, 31% of international visitors are “likely” and 40% are “very likely” to return to Valais in the future for a holiday.
- ▶ For non-local visitors, 13% are “likely” and 68% are “very likely” to return to Valais in the future for a holiday.

Positivity about the region as a tourist destination - International and non-local spectators

Would you recommend Valais as a holiday destination?



As a result of this trip for the 2025 UCI Mountain Bike World Championships, how likely are you to return to Valais in the future for a holiday?



Pride of Valais residents

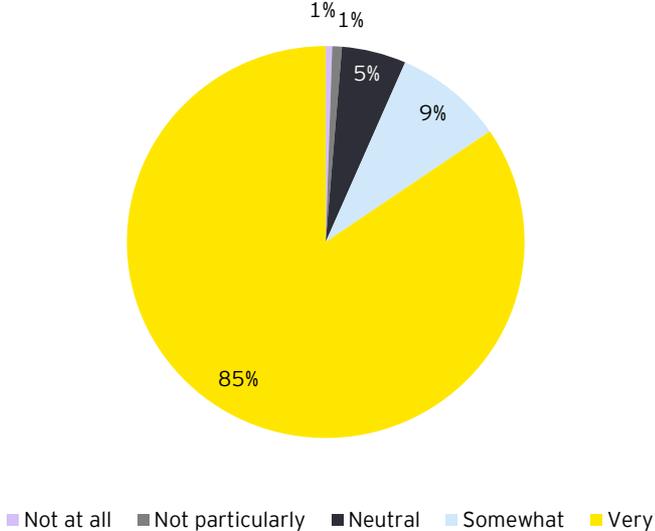
94% of local residents felt proud that the event took place in Valais.

Key findings include:

- ▶ 85% of local residents said they felt “very” proud that the UCI Mountain Bike World Championships were held in Valais, while 9% of local residents felt “somewhat” proud.
- ▶ Only 1% of Valais residents felt “not particularly” proud that the event took place in their home canton.
- ▶ The pride of Valais residents and experience in hosting international events suggests that Valais has strong potential to host other international events, due to strong local support and know how.

Event pride by city of residence - Valais residents

To what extent do you feel proud that the 2025 UCI Mountain Bike World Championships are taking place in Valais (% of residents)



Source: EY analysis

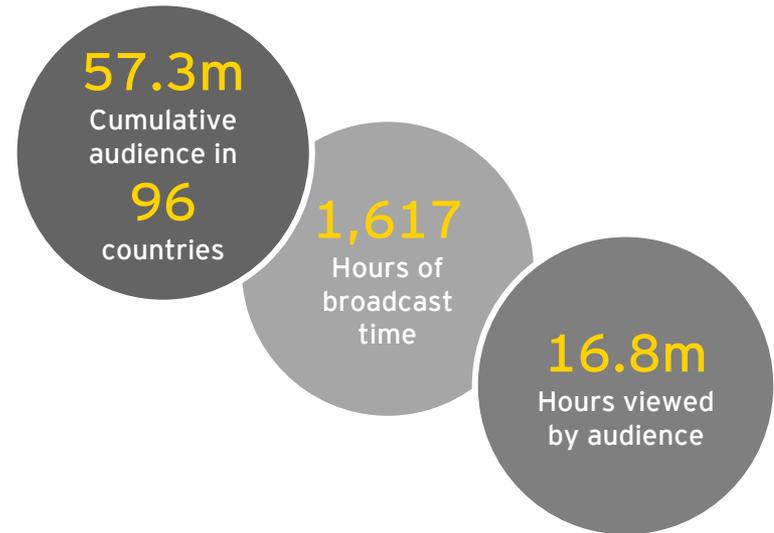
Event coverage

The event was broadcast in 96 countries to an audience of 57.3m, with extensive social media coverage that received over 83.1m impressions overall*.

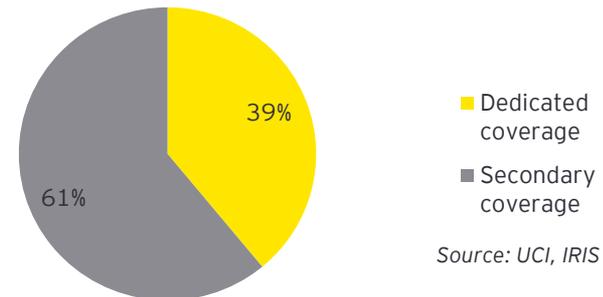
Key findings include:

- ▶ The UCI Mountain Bike World Championships were broadcast to an audience of 57.3m across 96* countries.
- 39% of the audience was reached through dedicated coverage, which comprised live, near-live, repeated and highlights broadcasts. The remaining 61% was reached through secondary coverage, which comprised general sports programme coverage, news, and other media.
- The UCI Mountain Bike World Championships had extensive social media coverage, receiving over 83m impressions across all 1,424 social posts.
- The event also attracted 786k new followers across the different platforms, receiving cumulatively c. 104m video views.

Broadcast coverage



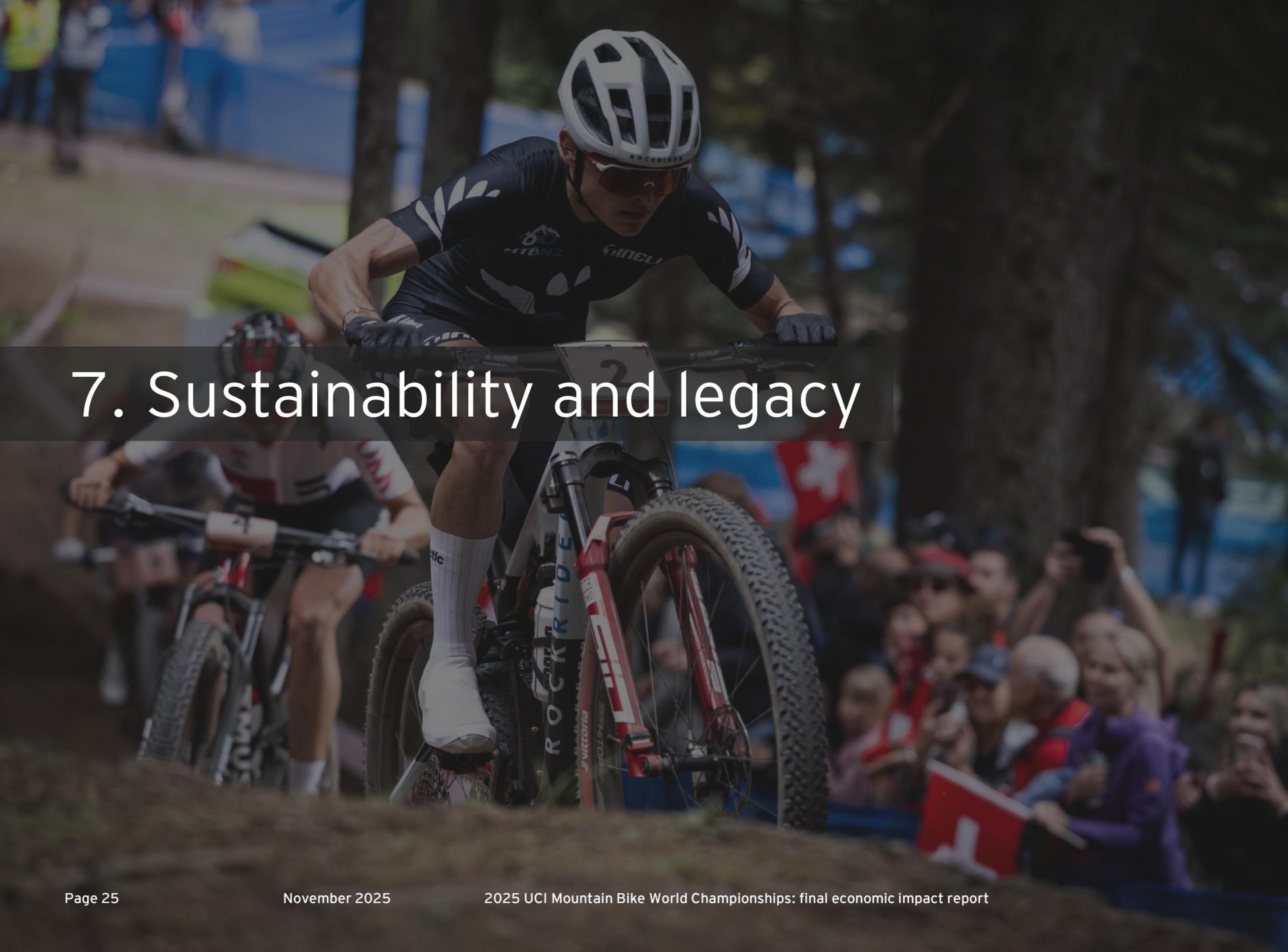
Breakdown of cumulative audience by coverage type



Note: Figures across the UCI account, the LOC account and other partners were combined to obtain an overall social media exposure of both organisations associated with the event.

Impressions are the number of times a post appeared on users' screens, i.e., many times people viewed an item content in their feed or stories. Video views are the number of times people watched a video, i.e., how many times a video was played on someone's screen (even if not watched until the end).

* Top 10 countries include France, Czechia, Switzerland, Netherlands, Spain, Austria, Sweden, Belgium, Poland, Türkiye.



7. Sustainability and legacy

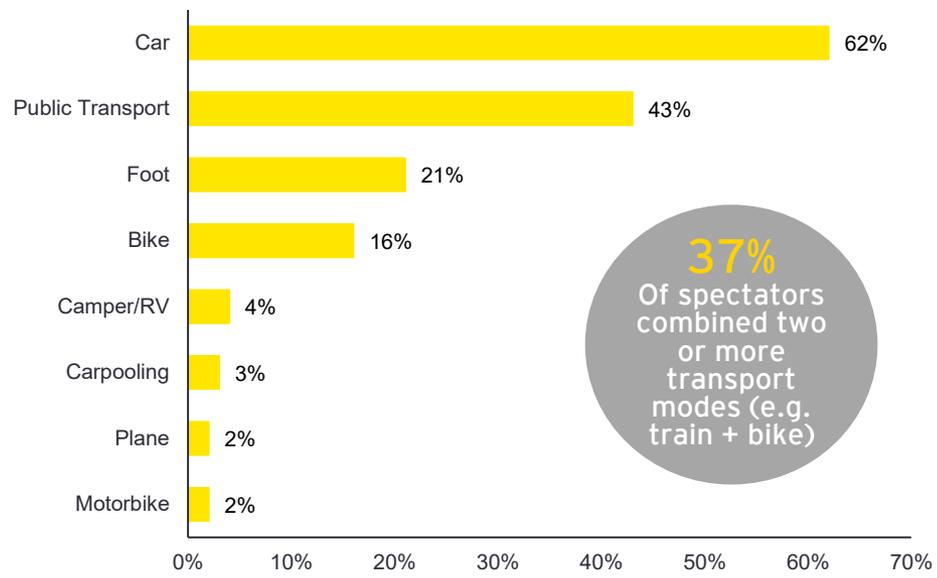
The sustainability impact of the 2025 UCI Mountain Bike World Championships

In line with the event's sustainability charter, the 2025 UCI Mountain Bike championships focused on three sustainability themes: Environment & Climate, Cohesion & Inclusion and Territorial Economy.

- ▶ This page, which sets out the environmental impacts of the 2025 UCI Mountain Bike World Championships, covers five key areas related to sustainability: smart mobility, sustainable food, biodiversity and landscape, resource management and the circular economy.
- ▶ Valais used **renewable grid electricity** across all destinations, and innovative '**emost**' batteries (**emission-free energy storage systems**) provided **clean, silent back-up** in Sion, Zermatt and Crans-Montana. Only Champéry required limited diesel support due to local provider constraints.
- ▶ All Valais 2025 destinations aimed for no trace competitions, with four going further by organising dedicated clean-ups with Kärcher, Summit Foundation and bloomUp, with 60 volunteers.

	90% Of energy use was from local, grid and renewables
	99% Of tableware was reusable and biodegradable
	100% Of competition sites were cleaned up and restored after the event
	27% Of food options were vegetarian
	169kg Of waste was collected, including 740 PET bottles and 265 aluminum cans

Transport mode by all surveyed attendees of the 2025 UCI Mountain Bike World Championships*



*Respondents could report using multiple sources of transport

Please note all figures reported in this slide have been provided by Valais LOC using data available in-house to Valais LOC and survey data.



The cohesion and inclusion impact of Valais 2025

Valais 2025 also targeted cohesion and inclusion as key targets for both spectators and participants



75%

Of competitions free and open to the public



100%

Accessibility for people arriving with reduced mobility, with 50+ positions



36%

Women amongst volunteers

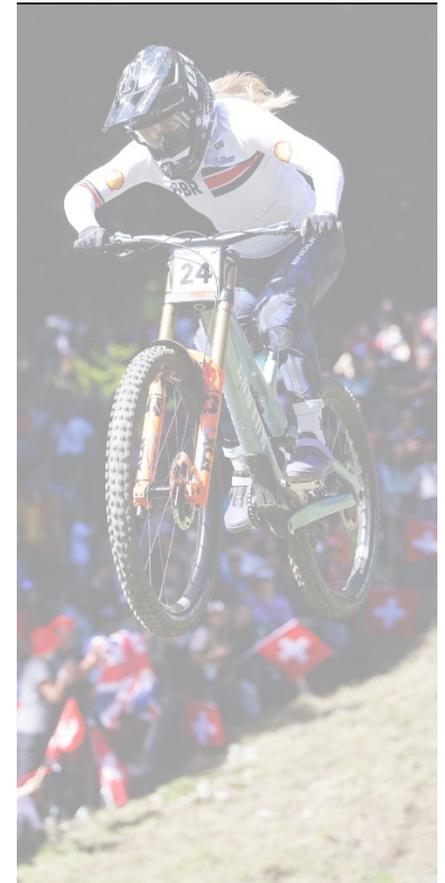


Valais 2025 focused on 5 key areas of cohesion and inclusion:

- ▶ Accessibility
- ▶ Health and security
- ▶ Diversity and equity
- ▶ Social cohesion
- ▶ Legacy

Based on this, the Valais local organizing committee produced a set of learnings and recommendations:

- ▶ Support multimodal travel
- ▶ Increase visibility of sustainability actions
- ▶ Maintain affordability and access
- ▶ Ensure effective waste sorting systems
- ▶ Enhance accessibility for all
- ▶ Consolidate data tracking for future events

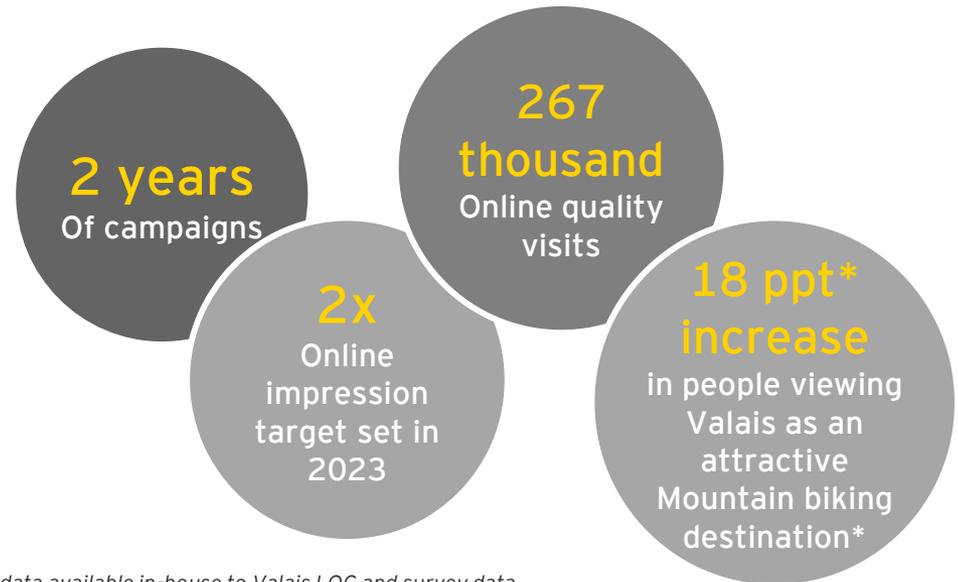
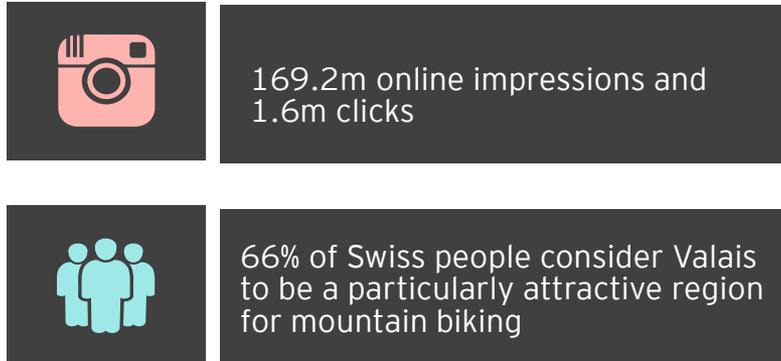


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Tourism legacy

The 2025 UCI Mountain Bike World Championships is part of the wider “Valais Bike” 2-year promotion campaign that brings together 8 major tourist destinations from the Valais canton

- ▶ As set out in the introduction of this report, the 2025 UCI Mountain Bike World Championships are part of a broader set of events and activities carried out to promote tourism and sports throughout the canton whose efforts which started in 2023 with the Valais Bike campaign.
- ▶ Since then, the Campaign has had a large online attraction, with 169.2m impressions (over 2x the target of 66.4m), and 1.62m clicks. This led to approximately 267k online quality visits (where a quality visit is more than 30 seconds or at least 2 actions).
- ▶ Through these efforts, 66% of Swiss respondents now consider Valais to be a particularly attractive region for mountain biking - this is up 18% from December 2023.
- ▶ The UCI MTB World Championships Valais 2025 was a common thread and accelerator to promoting the canton’s cycling offer. This is a first for Valais, and a significant step towards shaping the future of its major event strategy and enhancing tourism legacy.



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** Ppt refers to 'percentage points', which measure the absolute difference between two percentages (e.g., an increase from 40% to 50% equals a 10 ppt rise).*

The sporting legacy

The 2025 UCI Mountain Bike World Championships will leave a legacy that will help create a system that addresses the entire cycling value chain in Valais across both talent and youth

- ▶ The 2025 UCI Mountain Bike World Championships fit in a broader context of sporting legacy initiatives promoted throughout the canton since 2023.
- ▶ Since then, Valais Wallis Cycling, in cooperation with the National Cycling Federation, Swiss Cycling, implemented and coordinated various cycling programs from school programs, to high performance training centres.
- ▶ Through these efforts, women's cycling popularity increased, achieving a 45% increase in the number of women involved in cycling activities in Valais.
- ▶ There are now over 1,000 youth members in Valais cycling clubs; this is more than double the number of members in 2020, at 420.
- ▶ 5,000 school children participated in on-site cycling lessons, and 3,000 children visited our hosted UCI MTB World Championships.



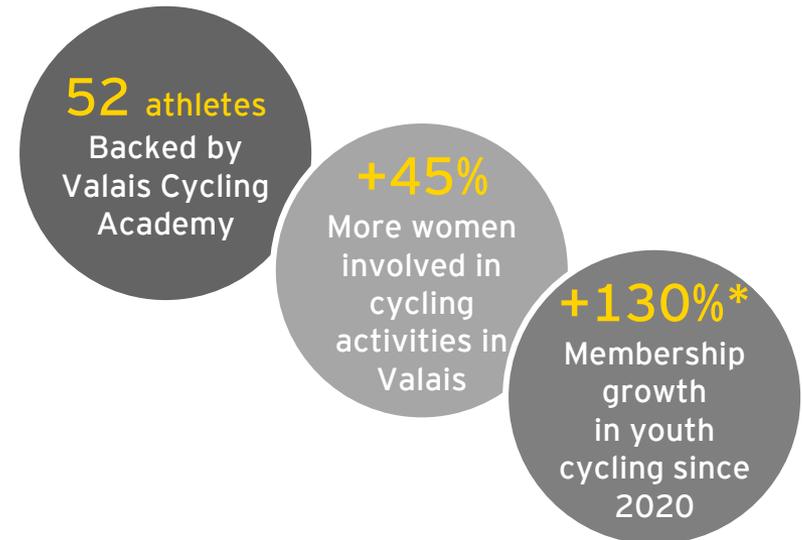
- Creation of the Valais Cycling Academy
- 3 new performance centers to support athletes
- 13 Valais athletes took a start at the 2025 UCI Mountain Bike World Championships.



- Supporting growth in women's sports
- Development of #fastandfemaleSUI
- Communicating equality

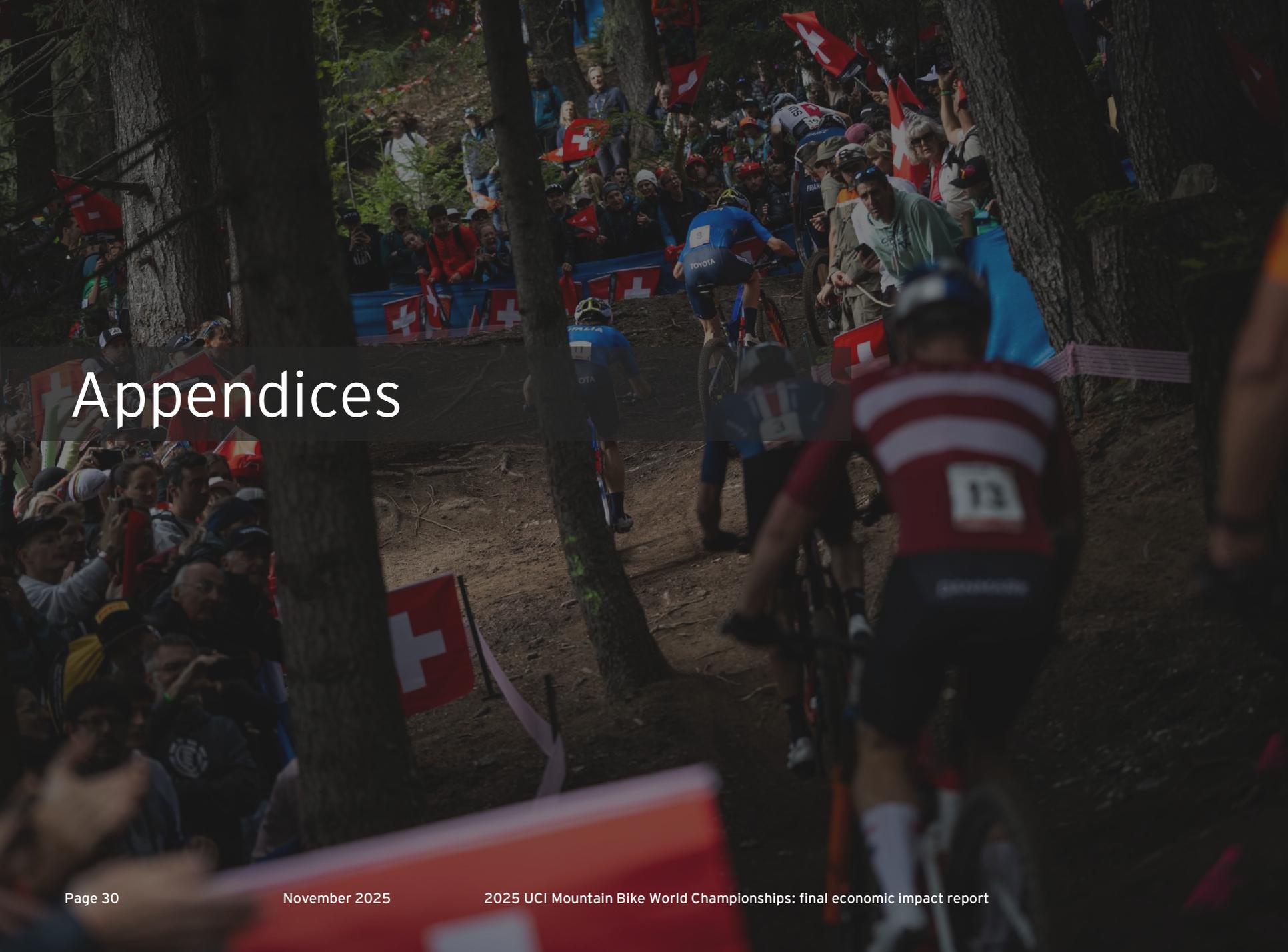


- +1,000 youth members in Valais cycling clubs
- 5,000 school children participated in on-site cycling lessons
- 3,000 children visited the UCI Mountain Biking World Championships



Please note all figures reported in this slide have been provided by Valais LOC using data available in-house to Valais LOC and survey data.

** Based on 420 members in 2020.*



Appendices

Appendix A: Survey methodology

- ▶ Primary research was conducted by EY to estimate the number of visitors travelling to Valais over the course of the event, their spending patterns and activities undertaken during their stay. This involved gathering information from three groups of people during and after the event:
 - ▶ Spectators
 - ▶ Participants and their national federations
 - ▶ Media
- ▶ The questions covered areas such as:
 - ▶ Origin of respondent
 - ▶ Size of their party
 - ▶ Length of stay in Valais
 - ▶ Spending by category while in Valais
 - ▶ Experience of event
 - ▶ Activities undertaken
- ▶ For spectators, an in-person or online survey distributed to ticketed individuals via email was conducted to collect the necessary information.
- ▶ For participants, their supporting national federations, and the media, an online survey was issued to collect the required information. However, after distributing the survey to team managers and all media personnel, not enough responses of statistical relevance were obtained from media personnel.
- ▶ Due to this, proxy assumptions to estimate their spending profiles were developed using a database of comparable economic impact assessments of UCI events carried out by EY. The assumptions used due to data availability issues are set out on the next page.

Summary of survey interview approaches

	Spectators	Participants and their supporting national federations	Media
Number of respondents	1,235	11 teams, covering 326 team members	13
Selection approach	In-person survey to a subset of spectators	Online survey issued to all	Online survey issued to all
Total population	48,546	1,656 team members	353 media personnel

Appendix B: Assumptions

- ▶ Due to only receiving 13 responses to the surveys shared with media, assumptions were developed to impute spending estimates for these visitors. The assumptions were developed using comparable events that EY has previously carried out economic impact assessments for the UCI in the past.
- ▶ The comparable events were shortlisted based on three criteria: (i) only European events were shortlisted as they were considered the best proxies for the Valais event, (ii) events lacking the data point of interest were excluded, (iii) events with outliers for the data point were also excluded. Events of the same nature, i.e., UCI World Championships for mountain biking, were prioritised due to greater comparability.
- ▶ In total, EY has performed economic impact assessments for 20 events held in Europe in disciplines such as Road, Mountain Bike, Track, Cyclo-cross between 2016 and 2025. This represents the first level of criteria described above. For each data point, the second and third level of criteria were then applied (i.e. understand whether, in each study, the data point was available and not assumption-driven, and, finally, exclude any extreme outlier that could significantly impact the averages).

Summary of assumptions used to overcome data availability issues

	Data issue	Cause	Assumption
1	Non-local and international media length of stay	Low sample size of media respondents	Used data from three comparable events (Flanders 2021, Zurich 2024, and Ronse 2025) to calculate the average ratio between media and spectator lengths of stay, which was then applied to estimate media length of stay.
2	Non-local and international media spend per person per night	Low sample size of media respondents	Used data from all comparable events that had the necessary data points to calculate the average ratio between media and spectator spend per person per night and applied this ratio to our recorded total spectator spend per person per night. The spend distribution between each spend category was then calculated from previous events and applied to the imputed total.

Appendix C: Impact measurement methodology

Overview

- ▶ The economic impacts associated with the event are broken down into three categories:
 - ▶ Visitor spending
 - ▶ Media and participants
 - ▶ Event delivery
- ▶ Within each of these categories, direct, indirect and induced impacts have been estimated.

Direct spending in Valais

- ▶ The direct impacts for both visitor spending and media and participants are based on the surveys outlined in Appendix A and the assumptions illustrated in Appendix B.
- ▶ For visitors, only the spending of residents from outside Valais is included, and only where respondents identify the event as the main purpose of their visit.
- ▶ For media and participants, all spending within Valais is included, apart from that of local media and participants, since it is assumed that this spending would still occur in Valais without the event.
- ▶ For event delivery, the costs incurred in the region by the local organising committee, the UCI and event sponsors and partners is included as part of the impacts.
- ▶ Government funded spending in the region is excluded from the impact analysis, since arguably this spending may have occurred at another time in the absence of the event - this is a conservative assumption, since it may not necessarily have occurred in the region.

Direct economic impacts

- ▶ Once the spending impacts in the region have been estimated,

and assigned to specific sectors, industry by industry estimates of direct impacts on employment and GVA are performed.

- ▶ These are based on the ratios of GVA and employment to output in each of the industries for which a direct spending impact has been identified.

Indirect and induced economic impacts

- ▶ Indirect and induced impacts are calculated using EY's economic impact model, which assigns GVA and employment 'effects' to the direct industry by industry spending.
- ▶ These effects show the total impact on the region's economy for each CHF 1 output in the sector. These were calculated based on the structure of the regional economy, after accounting for leakages such as imports from abroad and from elsewhere in Switzerland.
- ▶ This follows the input-output framework pioneered by Wassily Leontief and is based on multipliers derived from the OECD.

Appendix C (cont'd): Impact measurement methodology

Further considerations

- ▶ The approach taken to measure economic impact is effective in understanding the key drivers behind the economic impact of the event, and in isolating impacts that occur as a result of the event from those which may well have occurred regardless.
- ▶ Nevertheless, there are a number of factors could not be fully captured within the approach to this study given the information available, in particular:
 - ▶ *Consumer welfare*

Where there is a positive difference between the amount that a consumer is willing to pay for a good or service and the amount actually paid, this results in a positive impact on consumer welfare. An indication of this potentially positive impact is captured through a survey of spectators' attitudes, though this does not necessarily capture the views of all residents.
 - ▶ *Social benefits*

Impacts resulting from increased physical activity and general wellbeing that may derived from increased sports participation supported by the event are not considered as part of this study.
 - ▶ *Economic and social costs*

Disruption, such as to the transport network, which may in turn result in reduced economic activity, are not explicitly captured within this study. However, its is likely that the majority of economic activity that is disrupted over the course of the event will be displaced to periods prior or following the event, rather than being lost.

▶ *Additionality*

As far as possible, this study seeks to include only those economic impacts which are additional to the region. As a result, only the impacts of expenditure of individuals resident outside of Valais are included within the overall impact. To the extent that the event has actively discouraged visitors into Valais, this may reduce the impacts from those stated within this report. However, this impact is expected to be minimal.

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