



VERBIER E-BIKE
FESTIVAL

EVENT REPORT

April 25 – August 30, 2024

Celebrate the joy of e-biking!



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OVERVIEW

Despite a challenging weather forecast predicting two days of rain over the weekend, the Verbier E-Bike Festival 2024 successfully attracted **2,609 participants**—only 15% fewer than the previous year, which enjoyed four days of perfect weather.

This turnout highlights the event's continued growth and popularity, as well as the resilience and enthusiasm of its participants. Notably, over **64% of attendees were newcomers**, reflecting the expanding interest in e-biking and the festival's success in reaching a wider audience.

The festival offered more than **400 e-bikes for testing**, resulting in **2,399 individual test rides**, and featured **32 exhibitors** in a lively event village filled with activities.

This year's festival also marked the debut of a **new brand identity and website**, which significantly increased engagement compared to previous years.

This report provides a comprehensive overview of the event's performance, including key statistics, activities, participant satisfaction, exhibitor feedback, and the communication strategies that contributed to the success of the sixth edition of the Verbier E-Bike Festival.



KEY FIGURES



2'609 PARTICIPANTS



21 NATIONALITIES



64% NEW PARTICIPANTS



400+ E-BIKES ON TEST



2.3 TESTS PER PARTICIPANT



32 EXHIBITORS



18 TRAILS



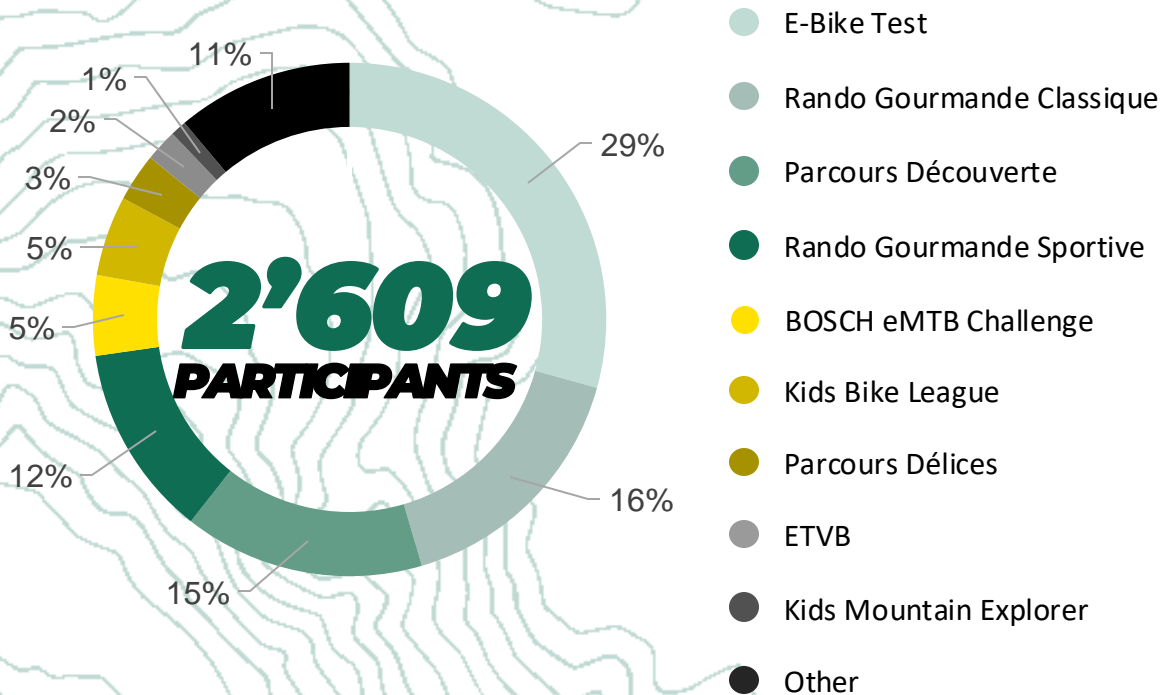
VERBIER E-BIKE FESTIVAL

ACTIVITIES



ACTIVITIES FOCUS

ACTIVITIES' PARTICIPATION



PARTICIPATION RATE TREND 2023 VS 2024

E-BIKE TEST

-5% vs VEBF23

RANDO GOURMANDE CLASSIQUE

-3% vs VEBF23

PARCOURS DÉCOUVERTE

-7% vs VEBF23

RANDO GOURMANDE SPORTIVE

+4% vs VEBF23

BOSCH eMTB CHALLENGE

-1% vs VEBF23

KIDS BIKE LEAGUE

Identical vs VEBF23

PARCOURS DÉLICES

+1% vs VEBF23

ETVB

Identical vs VEBF23

KIDS MOUNTAIN EXPLORER

Identical vs VEBF23

OTHER

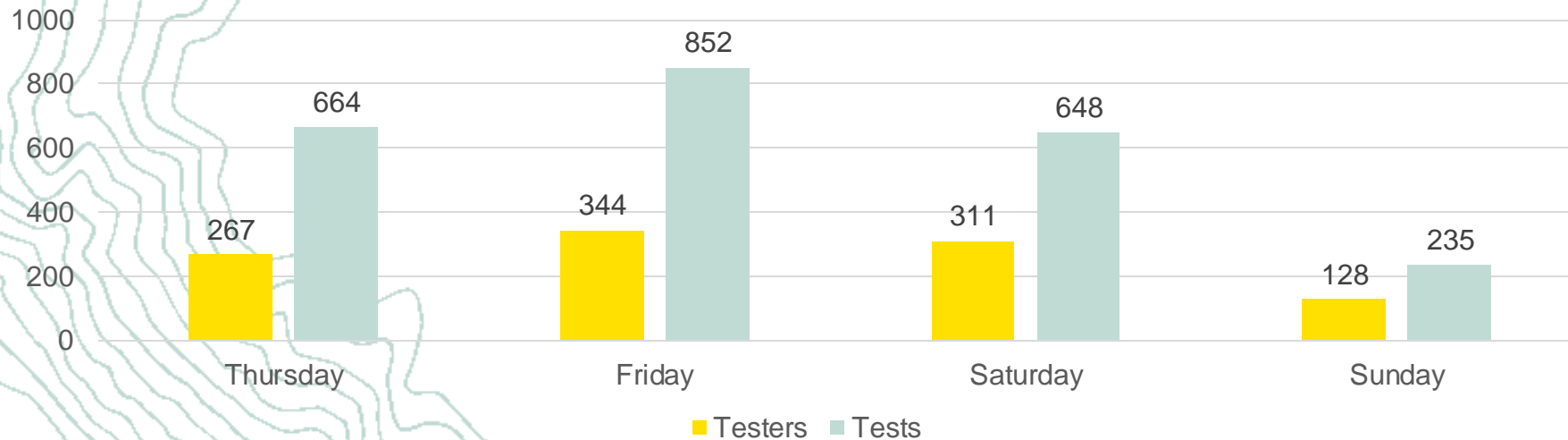
Montée Impossible, Mini-Bikes
+5% vs VEBF23

E-BIKE TEST FOCUS

OVERVIEW

- **1'050** Unique Testers over the course of VEBF
- **2'399** Products Tested
- **2.28** Average number of Tests per Tester

DAILY TRENDS



MOST TESTED BRANDS

1. Specialized
2. Scott
3. Moustache
4. Flyer
5. Pivot Cycles

**Bad Weather Conditions*

BAR À VIN



VERBIER E-BIKE
FESTIVAL

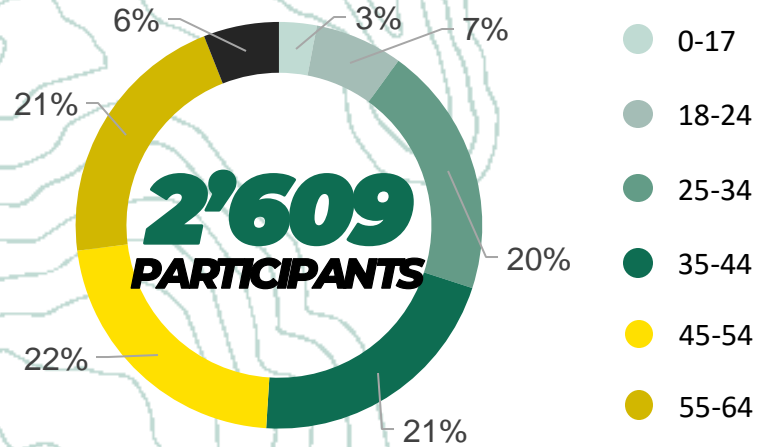
15-18
AOÛT
2024
SAVOREZ
LES DÉLICÉS
DU TERROIR

PARTICIPANTS

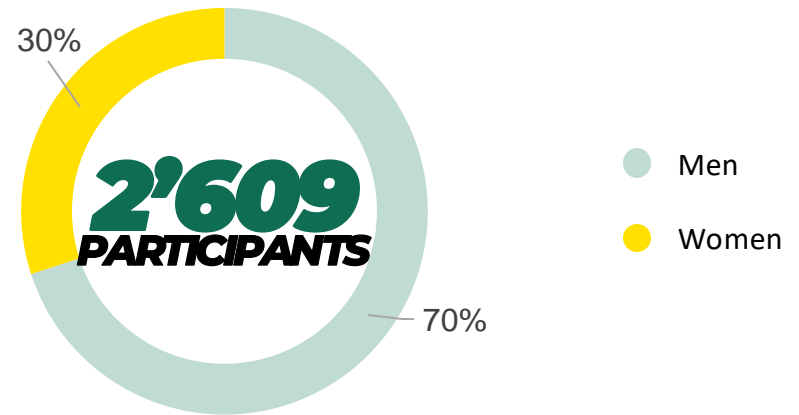


PARTICIPANTS INFO

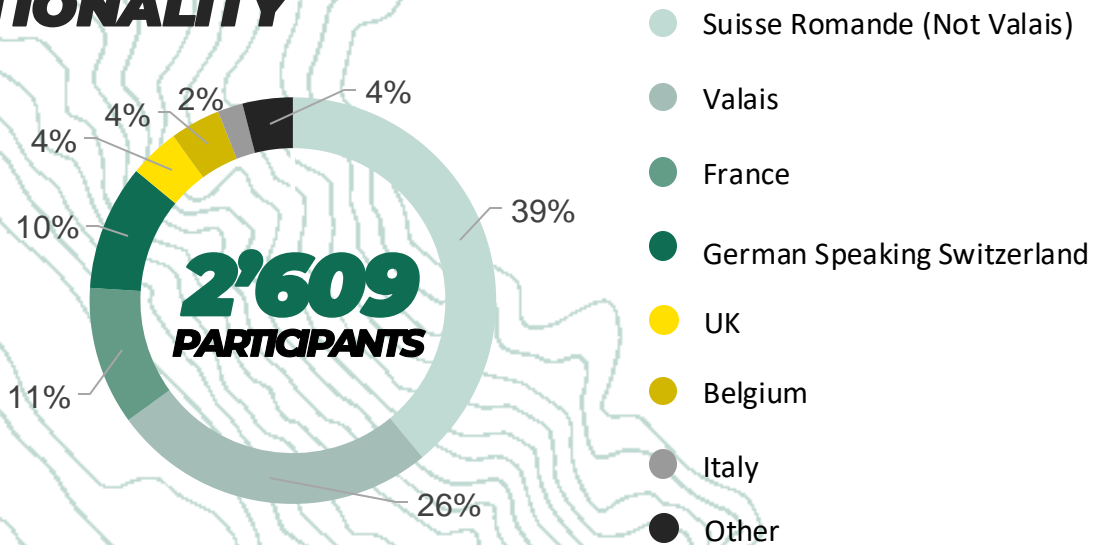
AGE



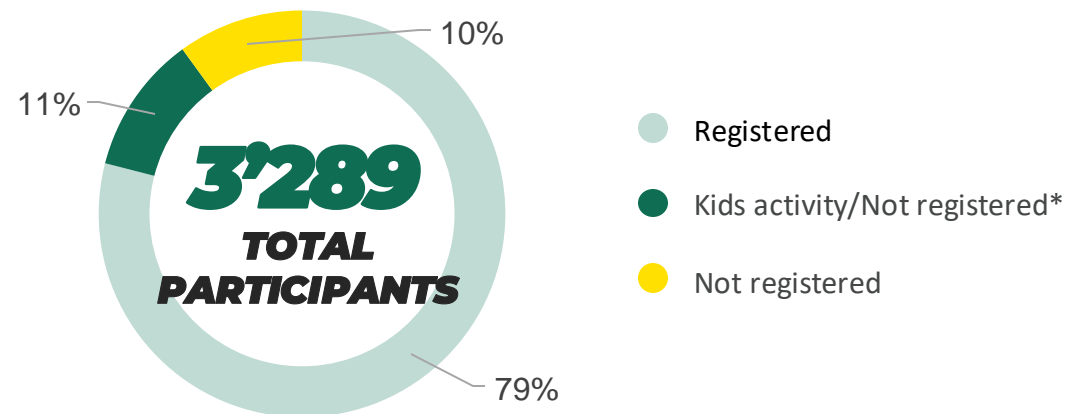
GENDER



NATIONALITY



TOTAL OF PARTICIPANTS

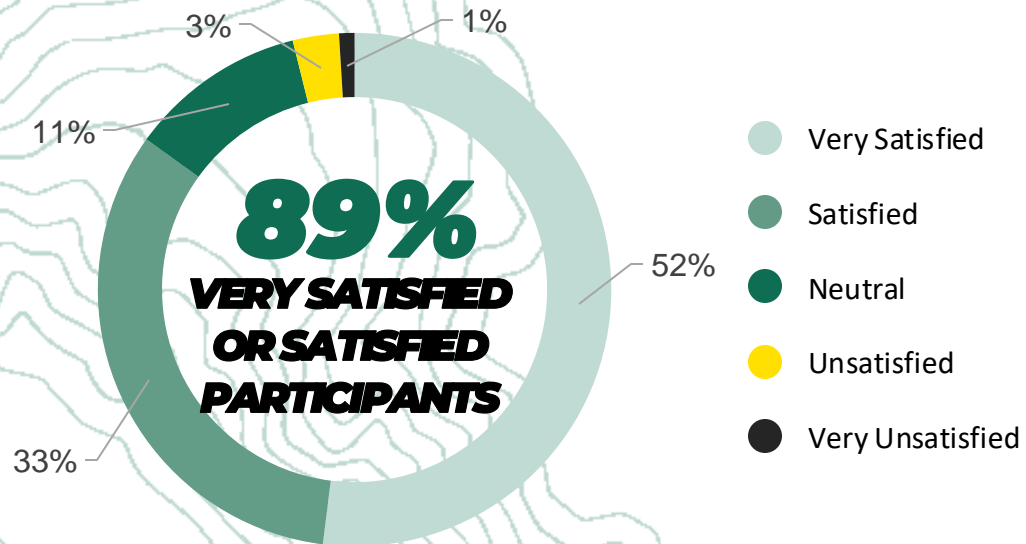


*On-site surveys from 2025

PARTICIPANTS SATISFACTION

Data gathered from the **Participants Feedback Survey** - 263 Submissions

OVERALL EXPERIENCE RATE



LIKELIHOOD OF COMING BACK IN 2025



LIKELIHOOD OF RECOMMENDING VEBF



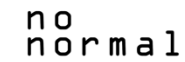


VERBIER E-BIKE
FESTIVAL

EXHIBITORS



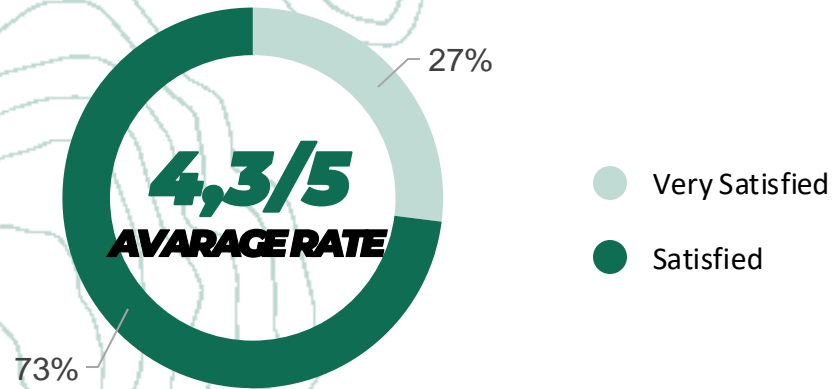
32 EXHIBITORS



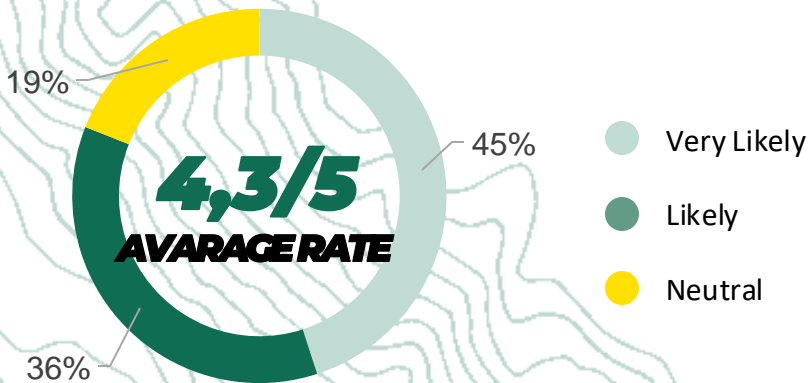
EXHIBITORS SURVEY

Data gathered from the **Exhibitors Feedback Survey**

OVERALL IMPRESSION RATE



LIKELIHOOD OF COMING BACK IN 2025



LE CHÂBLE



VERBIER E-BIKE FESTIVAL

PARCOURS TEST

A PARTIR DE CHF 45.-
CHF 85.- AVEC LOCATION VÉLO

COMMUNICATION

PROGR

TOUT

TOUT

ART PARCOU

CHF 30.-

CLUB

CLUB

CLUB

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DEATHLON

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NEW IDENTITY

The new festival logo emphasizes a **modern, simple, and clear design**, with equal focus on "Verbier" and "E-Bike." It's versatile for both online and on-site use over the next four years. The refreshed color palette, inspired by **nature** and **energy**, creates a vibrant, fresh look.



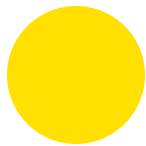
#262626



#0C6D52



#C0DAD3



#FFE000



WEBSITE

In April, we launched the **new VEBF website**, combining our updated identity with a fresh design that **improves clarity and user experience**. It remains the **main information hub** for participants, as confirmed by survey results. We've seen increased **user interaction and engagement time**, although total users and views temporarily decreased, which is normal during a site relaunch.

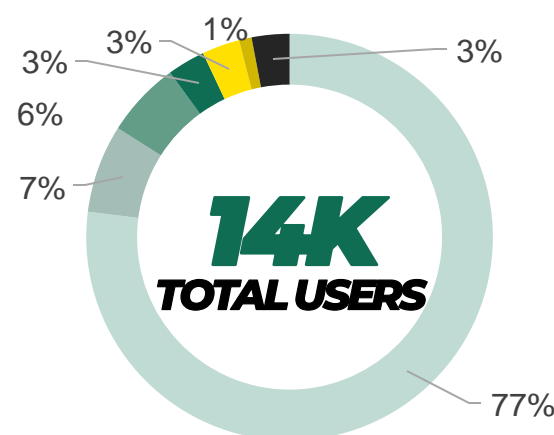
14K
-17% vs VEBF23
UNIQUE USERS

64K
-13% vs VEBF23
PAGE VIEWS

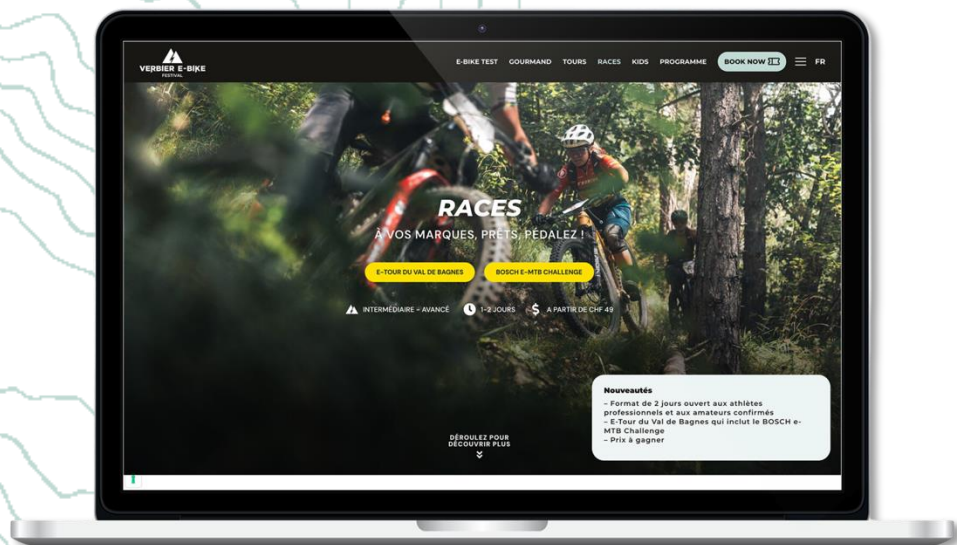
614K
+213% vs VEBF23
INTERACTIONS

2m 20s
+43% vs VEBF23
AVG. ENGAGEMENT

USERS NATIONALITY



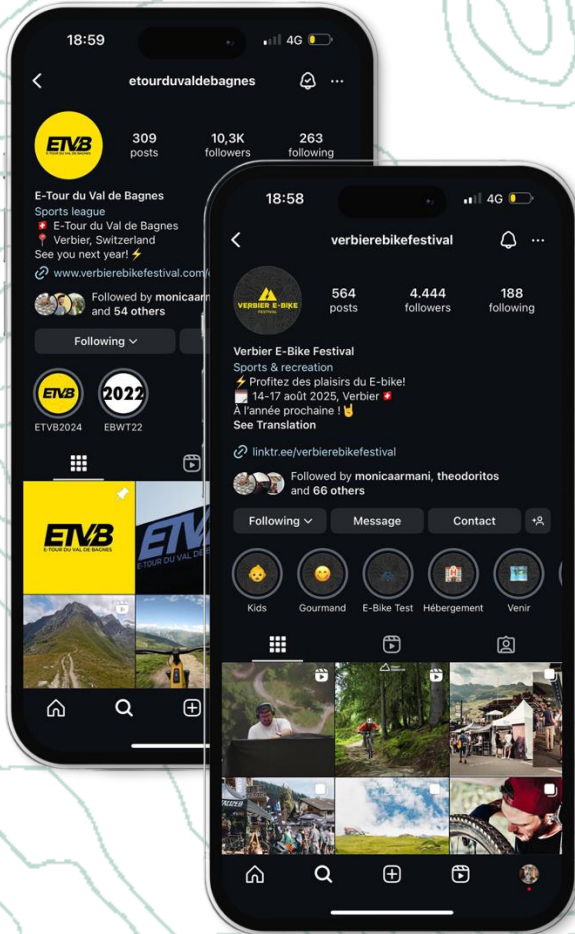
- Switzerland
- France
- USA
- UK
- Germany
- Italy
- Other



SOCIAL MEDIA



Combining data from the Facebook, Instagram and YouTube accounts of the Verbier E-Bike Festival and E-Tour du Val de Bagnes.



20K
+4% vs VEBF23
FOLLOWERS

The follower increase has been limited, as expected for event-specific accounts. However, we focused on **quality over quantity**, building strong **loyalty** among our audience.

837K
+16% vs VEBF23
IMPRESSIONS

Impressions have declined on Instagram, following the global trend **towards shorter video consumption**. However, Facebook remains **stable**, and YouTube continues to **perform consistently**.

580K
+150% vs VEBF23
VIDEO VIEWS

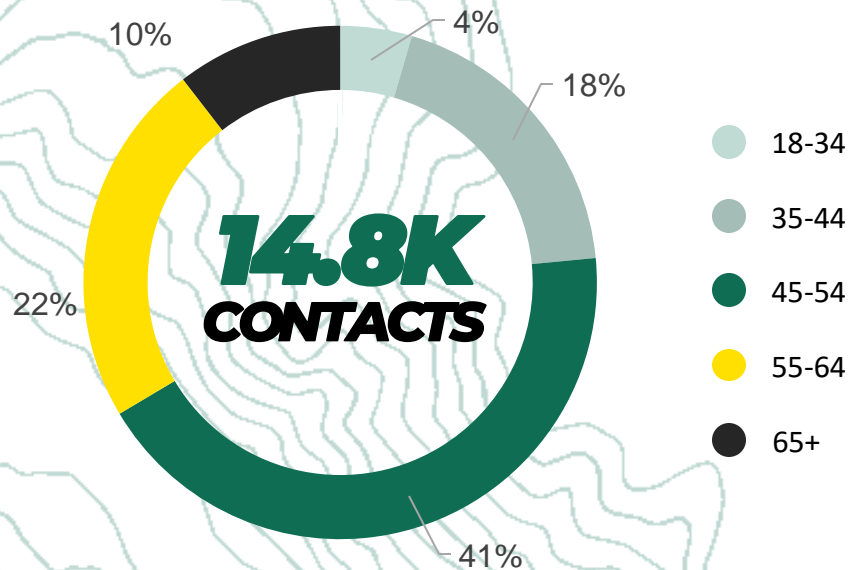
Video views have increased rapidly due to our **consistent content strategy**, more **engaging** formats, and a rise in videos and reels—especially on Instagram.

23.5K
+51% vs VEBF23
ENGAGEMENTS

Engagement is on a **positive growth trend**, particularly on Instagram and Facebook. As with video views, our **enhanced content strategy** has been a key driver of this success.

NEWSLETTER

Newsletters are key for **audience engagement, promoting activities, and building connections**. With 14.8K contacts, the VEBF newsletter (French and English) achieved a 49% open rate, while the ETVB newsletter saw 38%. These campaigns highlight the impact of **direct communication in driving participation**.



VEBF NEWSLETTER

7.2K
AUDIENCE

18
NEWSLETTERS SENT

49%
OPEN RATE

2.9%
CLICK RATE

ETVB NEWSLETTER

7.6K
AUDIENCE

8
NEWSLETTERS SENT

38%
OPEN RATE

1.1%
CLICK RATE

DIGITAL OUT-OF-HOME CAMPAIGN

To effectively cover the **area of likely passage between Geneva and Verbier**, we implemented two separate out-of-home campaigns. We collaborated with two agencies: one focused on targeting the **entire French-speaking region of Switzerland**, while the other specialized in reaching the **Canton Valais**. Together, these campaigns are estimated to have generated **3.5 million contacts**.

PLACEMENT

1. Public Transports
2. Gas Stations - Martigny & Entremont
3. Instore - Migrolino Martigny
4. Totems Shopping Centers – Martigny & Sion
5. Roadside Screens (RSS)

TARGET AREAS

Genève, Lausanne, Lavaux, Sion, Conthey, Martigny, Bagnes, Verbier, Saint-Maurice, Sierre, Leuk, Sembrancher, Bovernier, Monthey, Saxon

TIME PERIOD

June 17-30 and **July 29 – August 11**, for a total of **28 days**

ESTIMATED CONTACTS - 3.5M

(Excluding shopping centers, audience not available. Actual number of contacts is therefore higher).



MEDIA PARTNERSHIPS

Our media partnerships cover **radio, television, digital** and **print**. These partnerships ensured wide visibility across Romandie from June to August, and ongoing promotion to a new audience.

MEDIA

RTS

Le Nouvelliste

cana
kanal

9

Rhône^{fm}

MEDIA PARTNERSHIP KEY FIGURES

320K+

DAILY AUDIENCE

530K+

DAILY WEBSITE VISITORS

PARTNERSHIPS PERIOD

Extended media activation via radio, TV spots, digital banners and print ads, **from June to August**.

PARTNERSHIPS ACTIVATION

300+

RADIO AND TV SPOTS BROADCASTED

5

FULL-PAGE PRINT ADVERTISEMENT

20

DIGITAL CAMPAIGNS

PLACEMENT MÉDIA

We partnered with **Tribune de Genève**, **Le Matin 24 Heures**, **20 Minutes**, and **Le Temps** to publish in-depth articles. This content-driven approach allowed us to share the festival's story in a more engaging way, reaching a **broad and diverse audience** through trusted media outlets.

24 heures

Tribune de Genève

20 minutes

Le Matin

LE TEMPS

LONG-FORM ARTICLES

12K

PAGE VIEWS

518K

IMPRESSIONS

10K

CLICKS

SOCIAL MEDIA

149K

IMPRESSIONS

102K

REACH

2.8K

INTERACTIONS

retour

Sponsored

Verbier E-Bike Festival: quatre jours de plaisir en E-Bike pour tous

Une expérience inoubliable en E-Bike dans le pittoresque Val de Bagnes en Suisse.

retour **lematin.ch**

Sponsored

Verbier E-Bike Festival: quatre jours de plaisir en E-Bike pour tous

Une expérience inoubliable en E-Bike dans le pittoresque Val de Bagnes en Suisse.

15-18 AOÛT 2024

Que ce soit pour passer du temps entre amis ou en famille, découvrir de nouvelles choses ou les dernières innovations du vélo électrique, le Verbier E-Bike Festival offre une expérience inoubliable dans l'un des cadres les plus pittoresques de Suisse — parfait pour partager du bon temps avec tes amis et ta famille.

Nichée dans le magnifique Val de Bagnes, le **Verbier E-Bike Festival** allie aventure, innovation et paysages à couper le souffle. Que vous soyez un e-biker expérimenté ou un novice curieux, ce festival promet une expérience inoubliable dans l'un des cadres les plus pittoresques de Suisse — parfait pour partager du bon temps avec vos amis et votre famille.

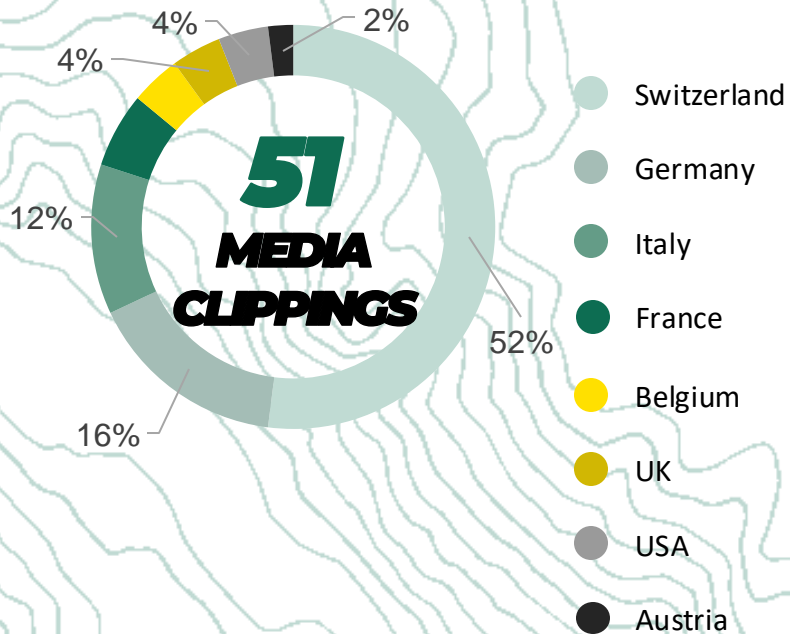
Depuis sa première édition, le Verbier E-Bike Festival est rapidement devenu un événement incontournable pour les passionnés de vélo électrique et les aventuriers en plein air. Organisé chaque année en

MEDIA CLIPPINGS

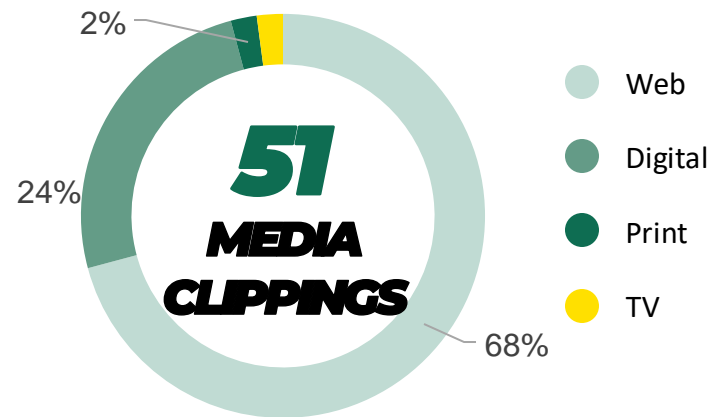
Securing media coverage for a returning event is always challenging, but for the sixth edition, we successfully achieved media exposure **across diverse markets and platforms**.

671 MEDIA AND SOCIAL MEDIA CLIPPINGS

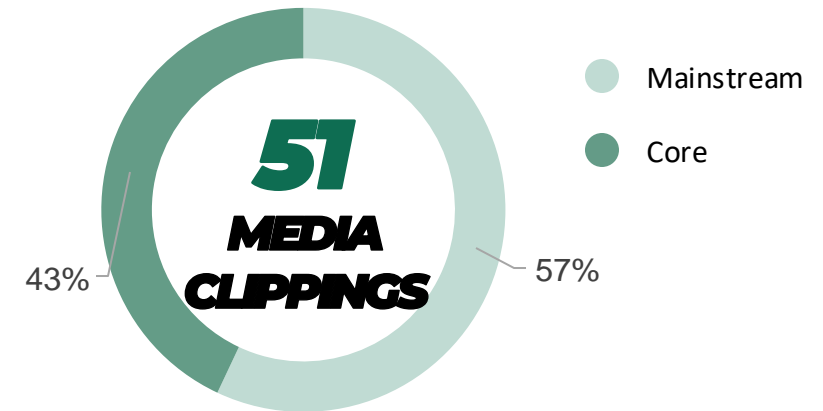
MARKET SPLIT



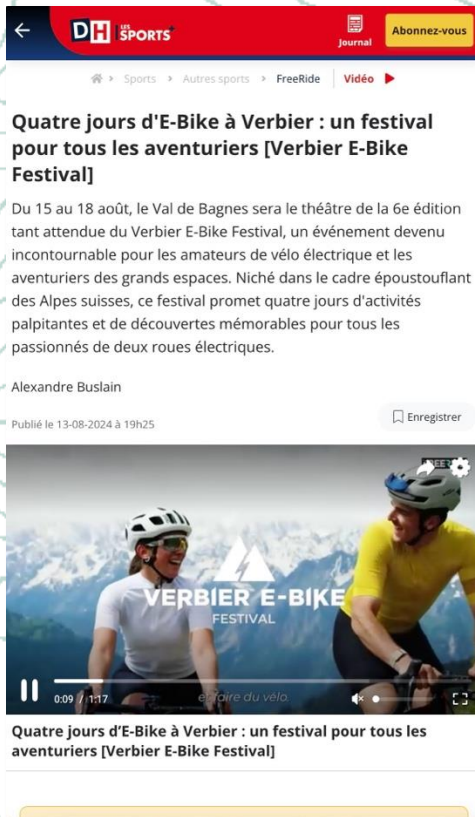
MEDIA TYPE SPLIT



REACH SPLIT



MEDIA CLIPPINGS



Screenshot of a DH Les Sports article. The header includes the DH Les Sports logo, a 'Journal' tab, and an 'Abonnez-vous' button. The article title is 'Quatre jours d'E-Bike à Verbier : un festival pour tous les aventuriers [Verbier E-Bike Festival]'. The text describes the festival from August 15 to 18 in the Val de Bagnes. A video player is embedded at the bottom with the title 'Quatre jours d'E-Bike à Verbier : un festival pour tous les aventuriers [Verbier E-Bike Festival]' and a play button.

DH Les Sports
Belgium
[Read the article here](#)



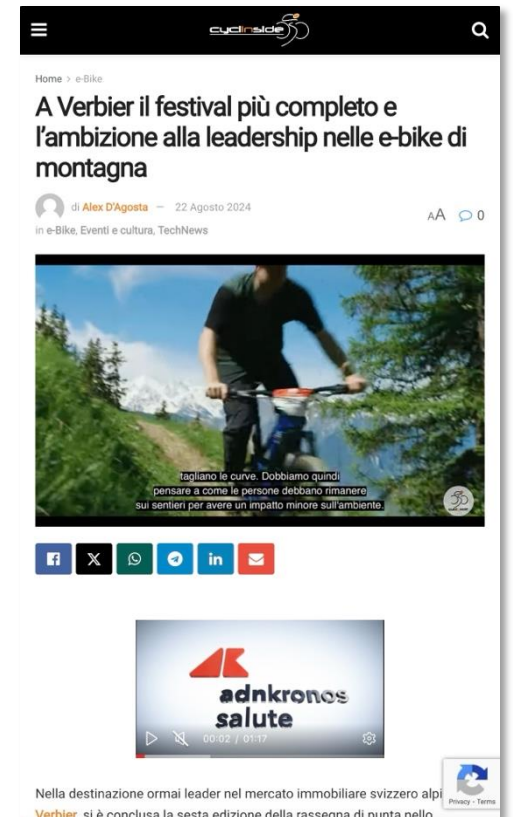
Screenshot of a 20 minutes article. The header includes a 'retour' link and a '20 minutes' logo. The article title is 'Verbier E-Bike Festival: quatre jours de plaisir en E-Bike pour tous'. The text describes the festival as an unforgettable experience in the picturesque Val de Bagnes. A photo shows a person riding an e-bike on a trail. The text continues to describe the festival's activities and location.

20 minutes
Switzerland
[Read the article here](#)



Screenshot of an Info Travel article. The header includes the INFOTRAVEL logo and a search icon. The article title is '15 au 18 août 2024 – Verbier E-bike Festival'. The text describes the festival activities, including gravel, route, cross, and enduro. A photo shows two people working on an e-bike. The text continues to describe the festival's location and activities.

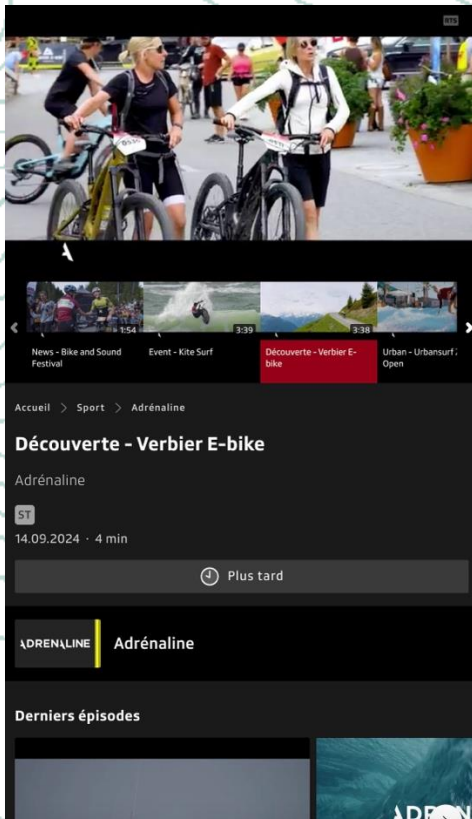
Info Travel
France
[Read the article here](#)



Screenshot of a Cyclinside article. The header includes the cyclinside logo and a search icon. The article title is 'A Verbier il festival più completo e l'ambizione alla leadership nelle e-bike di montagna'. The text describes the festival as the most complete and ambitious in the e-bike mountain market. A photo shows a person riding an e-bike on a trail. The text continues to describe the festival's location and activities.

Cyclinside
Italy
[Read the article here](#)

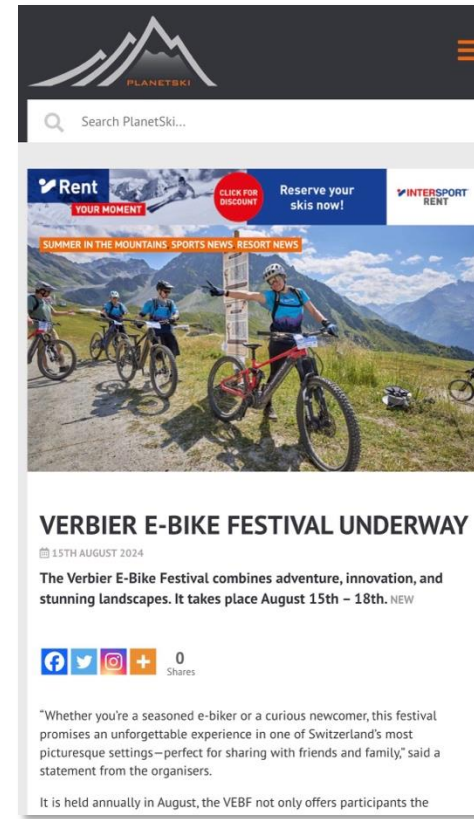
MEDIA CLIPPINGS



RTS Adrenaline
Switzerland
[Read the article here](#)



Pedelects & E-Bikes
Germany
[Read the article here](#)



Planetski
UK
[Read the article here](#)

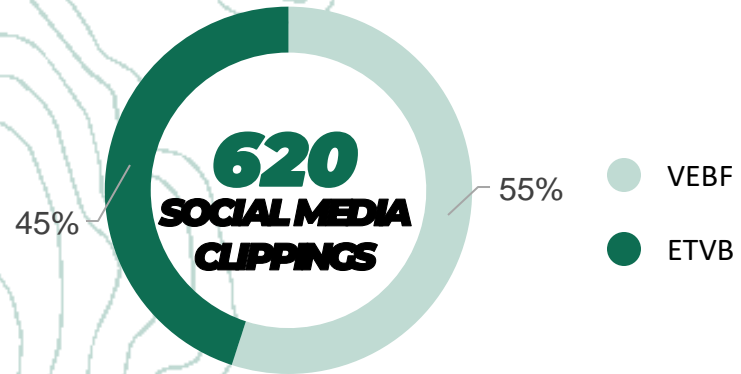


Le Nouvelliste
Switzerland
[Read the article here](#)

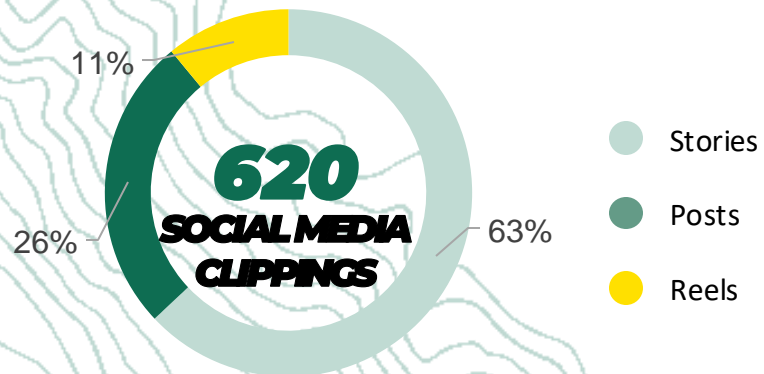
SOCIAL MEDIA CLIPPINGS

Instagram analysis of accounts that shared content or covered the VEBF event and its flagship activities.

ACCOUNTS SPLIT



SUPPORT SPLIT



ETVB RIDERS IMPRESSIONS

ETVB riders contributed to our communication efforts, sharing **viral content** and encouraging them to re-share it. This enabled us to boost the **event's visibility** and increase awareness among their respective audiences.



SOFIA WIEDENROTH
@sofiawie

27.4K followers



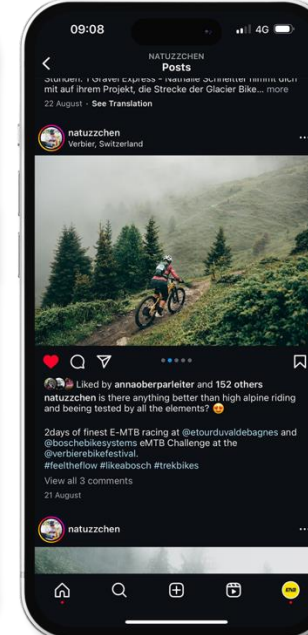
JORIS RYF
@jorisryf

12.2K followers



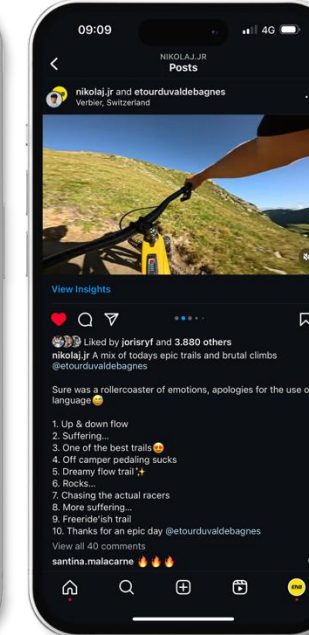
JEROME CLEMENTZ
@jeromeclementz

47.9K followers



NATHALIE SCHNEITTER
@natuzzchen

6.3K followers



NIKOLAJ JUHLENSEN
@nikolajjr

163K followers



HUGO PIGEON
@pigeon_hugo

1K followers



SANTINA MALACARNE
@santina.malacarne

26.7K followers



VERBIER E-BIKE
FESTIVAL

AUGUST 14-17, 2025

SEE YOU NEXT YEAR!



**DO YOU HAVE
ANY
QUESTIONS?**

Marianna Dallabetta Armani
Communication Manager
marianna@freerideworldtour.com

