

Press release

*Dear Ladies and Gentlemen, dear media representatives!
Please find attached our latest press release. We kindly request that you consider publishing it in your media outlet.*

Kufstein, 15th of May 2026

Female power at the Kufsteinerland Radmarathon Road cycling community with strong growth among women.

From 44 to more than 300 female participants in just ten years: the Kufsteinerland Radmarathon has recorded a significant increase in women taking part. The tenth anniversary edition of the event, taking place from 21 to 23 August 2026, once again highlights how much cycling has changed – away from a pure performance mindset and towards community, shared experiences and the joy of movement.

At the very first edition in 2016, the proportion of women was around 13 percent. In 2025, almost 20 percent of all participants were female – and the trend continues to rise. For Lina Schneeweiß from the Kufsteinerland Tourism Association, this is a clear sign of how the sport is developing: “We see that cycling is becoming increasingly diverse. It is no longer just about performance, but also about community, experiencing nature and the joy of being active together.”

Community initiatives at the Kufsteinerland Radmarathon

Initiatives such as the Munich-based community female cycling force make an important contribution to this development. The platform aims to inspire more women to take up road cycling and make getting started easier – through community rides, workshops and shared events. “Many women start with a stronger focus on community and less pressure to perform,” explains Leonie Schulte from female cycling force. “That is exactly why we want to create spaces where people feel comfortable and can get started without pressure.”

The collaboration with the Kufsteinerland Radmarathon already began last year and will be further expanded for the anniversary edition. The goal is to make women more visible, lower barriers and show that you do not need to be perfectly prepared to take part in a cycling marathon. As part of the anniversary weekend, female cycling force will once again organise a Welcome Ride for women in Kufstein. In addition, a mechanic workshop is planned, where

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interested participants can receive practical road bike tips and exchange ideas in a relaxed atmosphere.

This development is also becoming increasingly visible in regional clubs. Anna Kristler, chairwoman of URC Ebbs, has observed for years that more and more women are finding their way into cycling. “Cycling used to be a male-dominated sport for a long time. Right now, however, a real change is taking place,” says Kristler. Among other things, the club offers dedicated women’s rides, where beginners can gain their first experiences in a relaxed atmosphere.

For many participants, the Kufsteinerland Radmarathon has long become much more than just a race. “The atmosphere is simply special. People look out for one another and every year you get to know new people,” says Anna Kristler, who regularly takes part herself.

The traditional Aschinger Alm Gaudirace is also an important part of the cycling marathon weekend for Anna Kristler and URC Ebbs. The mountain time trial on the Friday before the Kufsteinerland Radmarathon is organised by the club and is considered by many participants to be the perfect warm-up for the cycling weekend.

Registration & anniversary year

The Kufsteinerland Radmarathon celebrates its tenth anniversary in 2026 and has long since established itself as a fixed date in the road cycling calendar. With several route options, a separate e-bike classification and a varied supporting programme, the event is aimed at everyone who enjoys being on two wheels – regardless of performance level. Anyone who wants to be part of the anniversary edition should register early – provided the participant limit of 1,500 starters has not already been reached. All information about the race, supporting programme and registration can be found at <https://www.kufsteinerland-radmarathon.at/>

Save the date – attention NEW date for press representatives

On Thursday, 25 June 2026 (originally 27 May 2026), a press conference on the 10th Kufsteinerland Radmarathon will take place in Kufstein from 10:00 a.m. to 11:30 a.m. It is best to save the date now and register in advance via presse@ok-k.at. A detailed invitation will be sent separately.

Info box: Female participation at the Kufsteinerland Radmarathon

- 2016: 44 women out of 345 participants (12.8%)
- 2025: 306 women out of 1,579 participants (19.4%)
- Status May 2026: 172 women out of 854 registrations (20.1%)

Publication for editorial purposes is free of charge if the image source is stated.

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Project responsibility

Kufsteinerland Tourism Association
Lina Schneeweiß

Unterer Stadtplatz 11-13
A-6330 Kufstein
M l.schneeweiss@kufstein.com
T +43 5372 62207
W www.kufstein.com

Press pictures

1. The proportion of women participating in cycling marathons continues to grow. The development is showing a clearly positive upward trend.



2. Always with Kufstein Fortress in sight.



3. The 10th anniversary edition of the Kufsteinerland Radmarathon offers not only a fantastic supporting programme, but also impressive routes and scenery.



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4. The enjoyment is written all over the faces of many female participants.



5. The response has already been tremendous and once again more than 1,000 participants are expected at the Kufsteinerland Radmarathon.



6. As project manager, Lina Schneeweiß (Kufsteinerland Tourism Association) is more than satisfied with the development of the Kufsteinerland Radmarathon.



7. Leonie Schulte (1st from left) and female cycling force are passionate about inspiring women to take up road cycling and breaking down barriers to entry.



8. Anna Kristler is chairwoman of URC Ebbs and highly committed to cycling in the region. Providing women in cycling with a platform is also very important to her

