

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, 23rd of February 2026

Kufsteinerland goes cycling

Cycling enthusiasts are eagerly awaiting the 23rd of August 2026, when the starting signal will sound for the 10th Kufsteinerland Radmarathon.

The entire weekend will be dedicated to the tenth anniversary of this sporting event, with three different road bike routes, a separate e-bike classification and a supporting programme full of highlights.

From 21 to 23 August, everything in Kufsteinerland will once again revolve around muscle power, bikes and road bikes. The event is open to both those who are simply there to enjoy themselves and ambitious athletes who are ready to fight for the best ranking. If you want to secure a starting place, it is best to do so early, as the entry fee increases depending on the registration period.

Anniversary with a success story

It has become a fixture in the racing calendar for many cycling fans: the Kufsteinerland Radmarathon, which takes place every August and is hugely popular among cyclists. This year marks the 10th anniversary of this cycling event in the beautiful region around Kufstein in the Tyrolean lowlands. 'With its geographical and topographical location, the Kufsteinerland region is predestined for all kinds of cycling sports,' says Georg Hörhager, chairman of the Kufsteinerland Tourism Association, adding: 'When the decision was made ten years ago to hold a cycling marathon, it was the beginning of a success story.' Since then, the cycling marathon has been the spearhead for road cycling and leisure cycling, which are deeply rooted in the region's tourism industry. Major international cycling events, such as the 2018 UCI Road World Championships, have also put the Kufsteinerland region in the spotlight for cycling fans. 'A comprehensive network of routes with a wide variety of requirements and levels of difficulty, as well as certified cycling accommodation, have also underlined our region's cycling expertise for years,' emphasises tourism association chairman Hörhager.

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Three different routes and separate e-bike classification

On 23 August 2026, the starting signal for the mass start of the cycling marathon (120 km) and the lake circuit (95 km) will sound at 7:30 a.m. on “Oberer Stadtplatz” in Kufstein. This sight gives spectators goose bumps every year. Ten minutes later, the participants in the Panorama Tour (48 km) will start, and for the first time this year, there will be a separate start for the e-bike Panorama Tour (48 km) at 7:50 a.m., i.e. another ten minutes later.

The cycling marathon route demands everything from the athletes over 120 kilometres, as they have to overcome a total of 1,800 metres of elevation gain. This requires good pacing, so that they still have strength in their calves not only for the climb up to Thiersee, but also for the tough ascent into the Brandenburg Valley and finally to Angerberg and back to Kufstein.

But the lake circuit is also challenging, covering 95 kilometres and 1,160 metres of elevation gain. However, the wonderful panorama makes the steep climbs in Hinterthiersee and from Breitenbach to Angerberg bearable. Full concentration is required, especially on the technically demanding descents, in order to finally reach the finish in Kufstein.

The panorama route to Langkampfen, continuing via Mariastein to Breitenbach and back via Angerberg to Kufstein, is much more leisurely. Since 2025, this easier cycle route can also be ridden on an e-bike for a separate race classification and, for the first time this year, even with its own start time. This ensures that there is definitely a suitable route for everyone at the Kufsteinerland Radmarathon.

A round cycling weekend to mark the anniversary

It is a cycling festival for everyone, which has been growing for ten years, constantly evolving and enjoying ever greater recognition and popularity. All the more reason for the tenth anniversary to have a fitting programme of events. One thing is certain: there will be new highlights and a series of events throughout the cycling weekend. A popular fixture in the programme is the Aschinger Alm Gaudirace – “Gaudi” means “fun” – on Friday, 21 August, as well as the ‘Einradel-Runden’ (cycling laps) for women and men on Saturday, 22 August. For years, road cycling has been experiencing a real boom, especially among women. A clear consequence of this is that there are also steadily more young women in the starting field at cycling marathons. This is a development that the organisers of the Kufsteinerland Radmarathon welcome and definitely want to support, which is why they have been collaborating with female cycling force for a year now. This Munich-based association has made it its mission to create a lively and supportive community for female cyclists. This year, the Welcome Ride by female cycling force will take place as part of the Kufsteinerland Radmarathon. It will start at 1:30 p.m. on Saturday at Theaterplatz 1 near the Kultur Quartier

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in Kufstein. Just show up, ride your bike, strike up a conversation and maybe become part of this community. Afterwards, there will also be a 'mechanic workshop' for anyone interested.

Recognising the signs of the times

The team takes note of and considers the wishes and suggestions of participants. For example, it is a sign of the times that e-bikers also want to participate and celebrate their hobby here in Kufsteinerland. 'We pay close attention to new trends and target groups. Due to the increasing demand for e-bikes and leisure cycling, and also in line with our focus as a region, we wanted to create an appropriate offering here,' says project manager Lina Schneeweiß, confirming the development of the event and adding that 'sports events of this size should also be open to various collaborations, such as those with female cycling force.'

Be quick and save money

Anyone who registers for the Kufsteinerland Radmarathon by 31 March will benefit from lower entry fees. The entry fee increases depending on the registration period, so it is advisable to secure a place at the best price as early as possible.

Save the date for representatives for the press

On Wednesday, 27 May 2026, a press conference on the 10th Kufsteinerland Radmarathon will take place in Kufstein at 4 p.m. It is best to make a note of the date now and register at presse@ok-k.at. A detailed invitation will be sent separately.

SIDE-info

There is an oversized screen for all fans at the start/finish area at "Oberer Stadtplatz". This means that the races can be followed almost up close via live broadcast. This is also possible on screens at home or on the go thanks to online streaming.

All information about the race, the highlights for 2026 and registration can be found at <https://www.kufsteinerland-radmarathon.at>.

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

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Project responsibility

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Press pictures

1. Tourism Association Kufsteinerland Chairman Georg Hörhager 'armed' with the starting pistol, Project Manager Lina Schneeweiß (centre) and Kufstein Sports Representative Thomas Krimbacher (right).



2. Wheel to wheel crossing the "Wendlinger Brücke" with a fantastic panoramic view towards Kufstein Fortress



3. The mass start at "Oberer Stadtplatz" gives you goosebumps every year.



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4. Close to finish, Kufstein Fortress welcomes the athletes.



5. The women are gaining ground and are every bit as good as the men on the tough climb in Thiersee.



6. Great joy and relief at the finish line – more and more women are taking part in the Kufsteinerland Radmarathon.



7. Despite the extreme climb, there is still time to smile for the camera.



8. The climb towards Hinterthiersee is quite challenging.



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9. The Pendling – Kufstein's local mountain – is a striking landmark in the background along the route through the Thiersee Valley.



10. Made it! The start and finish areas for the Kufsteinerland Radmarathon are located at "Oberer Stadtplatz" in Kufstein. The race can also be followed there via live broadcast.



11. Catering is provided everywhere, such as here at "Oberer Stadtplatz" in Kufstein.



12. Gather at the start and finish area at "Oberer Stadtplatz" in Kufstein.

