



PASS'PORTES

26.27.28
JUNE 2026



**MTB SHOW
IN AVORIAZ**



**MTB
EBIKE
GRAVEL
HIKE
KIDS**



Portes du Soleil
Ski & Bike

**haute
savoie**
le Département

La Région
Auvergne-Rhône-Alpes



MONDRAKER

BOSCH

What ABOUT?

→ Let's start from the beginning... It started out as just a suggestion: "What if we organized a mega bike ride across the entire Portes du Soleil area?" You're going to laugh... But 21 years later (and soon to be 22!), the Pass'Portes is still going strong, and it still attracts just as many people.

→ La Pass'Portes isn't just a MTB event. It's a real family. With its breathtaking landscapes, its 100% mountain atmosphere, and its refreshment stations that remind you of grandma's home cooking... Clearly, it's the event not to be missed. Yes, we're playing the sentimentality card... But how can we not when we see the smiles on people's faces?

→ We really care about Pass'Portes. And we intend to give it our all to make this year's event another completely crazy one!

For more than 20 years, over 8,000 enthusiasts have been gathering every last weekend in June for this event, which has become a not to be missed in les Portes du Soleil!

If that doesn't make you want to go...!

In the family

 **PASS'PORTES**

I would like...



1 The iconic tour 60 km / 500 m ↑ / 5000 m ↓

Landscapes: ★★★★★

Bikepark: ★★★★★

Ascent: ★

Descent: ★★★★★

In brief: 1 loop / 1 day / 6 departure points to choose from / 6 refreshment points / 12 ski lifts

LA PASS'PORTES DU SOLEIL MTB is the iconic Pass'Portes ride that takes you around the Portes du Soleil area on a mountain bike in a single day. For downhill enthusiasts, it's the ideal route! It allows you to discover our bike parks between France and Switzerland. The DH variants (optional) add a little extra thrill. The ski lifts and local refreshment stops offer welcome breaks during this memorable day!

2 The discovery tour 45 km / 1200 m ↑ / 2500 m ↓

Landscapes: ★★★★★

Bikepark: ★

Ascent: ★★★★★

Descent: ★★★

In brief: 1 loop / 1 day / 4 departure points to choose from / 5 refreshment points / 3 ski lifts

With the **ePASS'PORTES BOSCH ePOWERED**, we leave the bike parks behind to explore more unusual trails and places. A little more elevation gain, a little less effort, but above all truly majestic landscapes. When it comes to recharging, Bosch power stations are available, as well as local refreshments to delight all the participants!

3 The athletic tour 70 km / 1500 m ↑ / 2000 m ↓

Landscapes: ★★★★★

Atmosphere: ★★★★★

Ascent: ★★★★★

Descent: ★★★★★

In brief: 1 loop / 1 day / 1 departure station / 3 refreshment points / 1 ski lift

For a sportier version of Pass'Portes, opt for **PASS'PORTES GRAVEL**. Here's our unique recipe: 50% tarmac – 50% gravel, a pinch of sumptuous panoramas, 3 local refreshment stops and a ski lift to top it off. All that's left to do is enjoy your day!

42,6% more participants in 2025!

4 The Kids Tour



From 9 to 14 years old

For younger children, we offer a special version of Pass'Portes called **PASS'PORTES KIDS**, with small groups supervised by instructors. Just like the older kids, they get to use the ski lifts and enjoy refreshments! With trails adapted to their level, they can share moments of fun with their friends in spectacular scenery. Unforgettable memories guaranteed!

5 The Hiking Tour 8 to 16 km



In brief: 3 routes to choose from / 1 day / 1 to 2 refreshment stops, with guides

The **PASS'PORTES PEDESTRE**, the walking version of the Pass'Portes, is a hike that combines good food and fun. Along the way, you will enjoy one or two refreshment stops shared with the mountain bike route, the perfect opportunity to meet up with your cycling friends and enjoy delicious local dishes together during a convivial break.

In 2025, there were 561 registered participants!



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Who hasn't heard of **Avoriaz**? No one. And with good reason: Avoriaz is a true cycling paradise, loved by all.

Avoriaz is also an internationally renowned bike park with:

- 4 connected areas
 - 19 DH trails (10 flow / 9 technical)
 - 2 enduro / e-bike loops
 - 1 freestyle zone, 1 big airbag for mountain bikes, and a learning zone
 - 10 ski lifts
- And a total of **928,235** visits in summer 2024!

You can see why Avoriaz is the perfect place to host the 2026 show!

Your latest innovations will be tested in Avoriaz on dedicated slopes!

We offer visitors to the Mountain Bike Show the opportunity to test bikes and accessories using a test card:

- Price : €15 for 2 days / €20 for 3 days
- Duration of a test: 1 hour maximum
- Access to a dedicated ski lift

Digital Test Center application allows you to manage your tests in real time. At the end of the event, you will have access to statistics on the testers.

Dedicated Slopes:
DH / eVTT / All Mountain / Gravel



Become an
EXHIBITOR

	FULL PRICE*	EARLY BOOKING* BEFORE 31/12/25	EARLY BOOKING* BEFORE 31/03/26
6 → 36m²	34€	24€	29€
37 → 80m²	31€	22€	27€
81 m² et +	28€	20€	24€

*Prices excluding tax



Exhibitors who are always smiling!

KEY Figures

LES PORTES DU SOLEIL A cycling region



1 area **2** countries **12** connected resorts

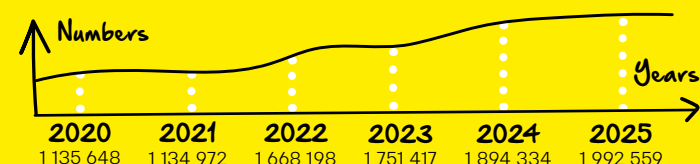
5 Bike Parks for all disciplines (enduro, cross-country, downhill, electric mountain biking)

25 ski lifts **25** mountain biking schools

30 mountain bike hire shops **80** maintained trails

37 electric mountain bike trails, totalling 450km of marked trails **31** charging points

Mountain biker passages (Portes du Soleil ski lifts (summer))



COMPETITIONS Organised in the area

COMING SOON

2027 UCI Cycling World Championships: Downhill in Les Gets and Gravel in Châtel - **24 August - 5 September 2027**

PASSED

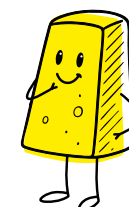
2025 UCI Mountain Bike World Championships Champéry - 4 to 7 September 2025

2025 UCI Mountain Bike World Cup Les Gets - 28 to 31 August 2025
Alpine Gravel Challenge Portes du Soleil - 8 September 2024

European Downhill Mountain Bike Championships Champéry - 9 to 11 August 2024

Coupe du monde Mountain Bike UCI Les Gets - 04 au 07 juillet 2024

PARTICIPANTS Profile



COUNTRY OF RESIDENCE

72% **15%** **6%**

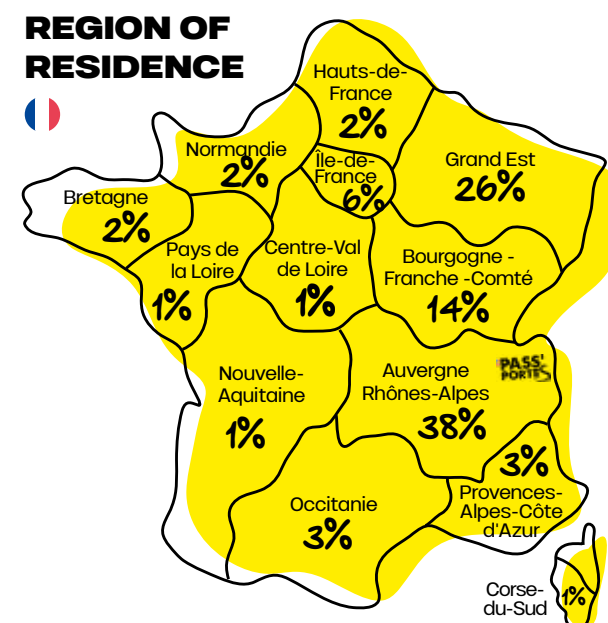
5% other countries **2%**

PARTICIPANT'S PERSONAL MOUNTAIN BIKE

Average price: **5 322€**

Type of bikes: **55%** MTB **44%** eMTB **1%** Gravel

REGION OF RESIDENCE



Did you know?

La Pass'Portes isn't just a bike ride, it's a well-established tradition. The riders can attest to that, and the figures prove it!

2 100 000 views on our social media channels for the 2025 edition!

124 232 participants since 2004!

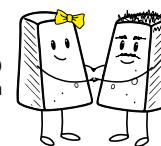
688 kilos of Abondance cheese tasted this year! We're not going to make a big deal out of it, but that's still the equivalent of about 68 wheels of cheese...!

NET INCOME

Monthly/household

5410€

12% of women



88% of men

THEY TALKED ABOUT US

General press



Trade press



They
TRUST US

Institutional

haute
savoie
le Département



La Région 
Auvergne-Rhône-Alpes

Sport Brands

 **MONDRAKER**  **BOSCH**

 **ANIMOZ** **AZR** 

Media

VOJO **VTT**  **eBike** 

Official suppliers

 **Jean Lain**  **ŠKODA**  **LPTENT** 

SUPER 
Vinzier

Nutrition


evian.

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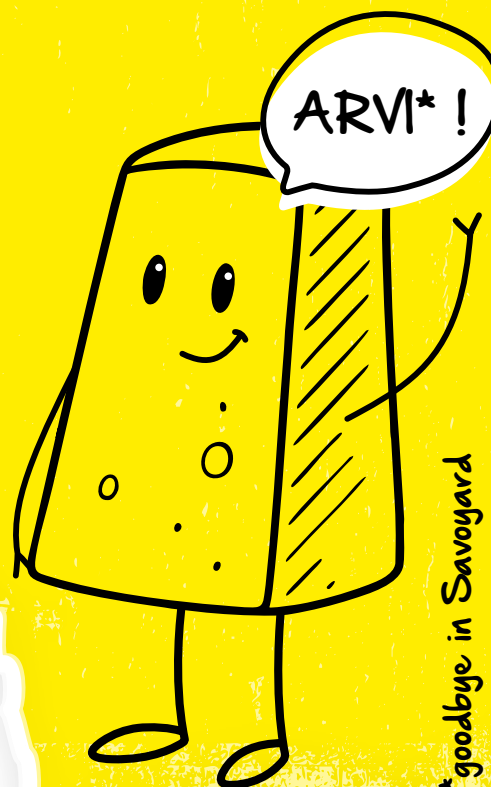
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* goodbye in Savoyard

An event by
Portes du Soleil
Ski & Bike