

2025 USA CYCLING Endurance Mountain Bike National Championships

A SUCCESS STORY



Explore Park



We were so grateful for the hospitality that Visit Virginia's Blue Ridge provided to all the athletes, their families, and their coaches. The entire town of Roanoke was ready for us, and opened their arms wide to provide an unforgettable experience. We can't wait for next year!!



— JULIA VIOLICH

Director, Bear National Team



THE 2025 USA CYCLING ENDURANCE MOUNTAIN BIKE NATIONAL CHAMPIONSHIPS WERE HELD JULY 14-20 IN ROANOKE, VIRGINIA.

Following a year's worth of planning, partnerships, and, in some cases, trail building, the event featured three separate national championships across different disciplines at unique venues throughout the region – Marathon XCM at Hollins University/Carvins Cove, Short Track XCC at Elmwood Park in Downtown Roanoke, and Cross Country XCO at Explore Park in Roanoke County.

With the support of the event's local organizing committee, community partners, local sponsors, and hundreds of volunteers, Visit Virginia's Blue Ridge and USA Cycling delivered a world-class national cycling event that reinforced our destination as America's East Coast Mountain Biking Capital and delivered a fantastic experience for athletes and visitors that will last a lifetime. The success of 2025 also laid the groundwork and built excitement for when Roanoke will host the championships again in 2026.



DIRECT VISITOR SPENDING =
\$2.6 MILLION
OF ECONOMIC IMPACT



2,383
TOTAL EVENT
REGISTRATIONS



1,288
PARTICIPANTS
(UNIQUE ATHLETES)



44
STATES
REPRESENTED



15,000
SPECTATORS AVERAGE
OVER SIX DAYS OF RACING



12,000
EXPLORE PARK ATTENDEES
OVER THREE DAYS OF COMPETITION



475 = **\$2,750**
VOLUNTEER SHIFTS
(357 UNIQUE VOLUNTEERS)



\$2,750
TO LOCAL NON-PROFIT
ORGANIZATIONS



Elmwood Park



Hollins University/Carvins Cove

LODGING SNAPSHOT

Source: KeyData & STR



SHORT-TERM RENTALS:

JULY 12-20, 2025

ROOM DEMAND

17% YOY INCREASE

ROOM REVENUE

31% YOY INCREASE



HOTELS:

JULY 13-19, 2025

ROOM DEMAND

4.8% YOY INCREASE

ROOM REVENUE

7.3% YOY INCREASE

Visit VBR & Visit VBR Sports

SOCIAL MEDIA

138%

YOY INCREASE IN

Visit VBR  

ENGAGEMENT

FOR JULY 2025


634,903
ENGAGEMENTS


595,874
VIDEO VIEWS



24

LOCAL MEDIA ARTICLES

ONLINE, PODCAST,
NEWSPAPER, RADIO



Talking to the wife this week
about a move – those were some
of the best trails I've seen!

— @zambranodad




104
LOCAL MEDIA
BROADCAST CLIPS




974,945
COMBINED AUDIENCE




\$36,500
ESTIMATED AD VALUE

BEYOND THE CHAMPIONSHIP

\$22,400 raised by Visit VBR, in partnership with USA Cycling,
for trail building, maintenance, and development at
Explore Park & Carvins Cove through a \$10 race registration fee.



It was such a pleasure to race
in Roanoke. Having different venues
allowed for incredibly tailored courses
that fit each discipline's specific needs.
The XCM was an epic singletrack tour
of Carvins Cove that felt like we were
deep in the backcountry and left me
wanting to ride more. In contrast,
the downtown STXC felt like we were
gladiators competing in an arena
packed full of spectators. Roanoke
knows how to host an event and made
nationals a memorable experience for
all in 2025.



— COLE PATON

2025 USA Cycling Endurance Mountain
Bike National Champion (XCM)

THANK YOU - SPONSORS/COMMUNITY PARTNERS:



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