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UTMB WORLD SERIES ANNOUNCES STRATEGIC COLLABORATION WITH STRAVA, AND RELEASES JOINT DATA STORY ON THE EVOLUTION OF TRAIL RUNNING

UTMB® World Series, the global circuit for trail runners, and Strava, the leading digital platform for active people, have today announced a global collaboration and published a combined data story depicting the evolution of trail running.

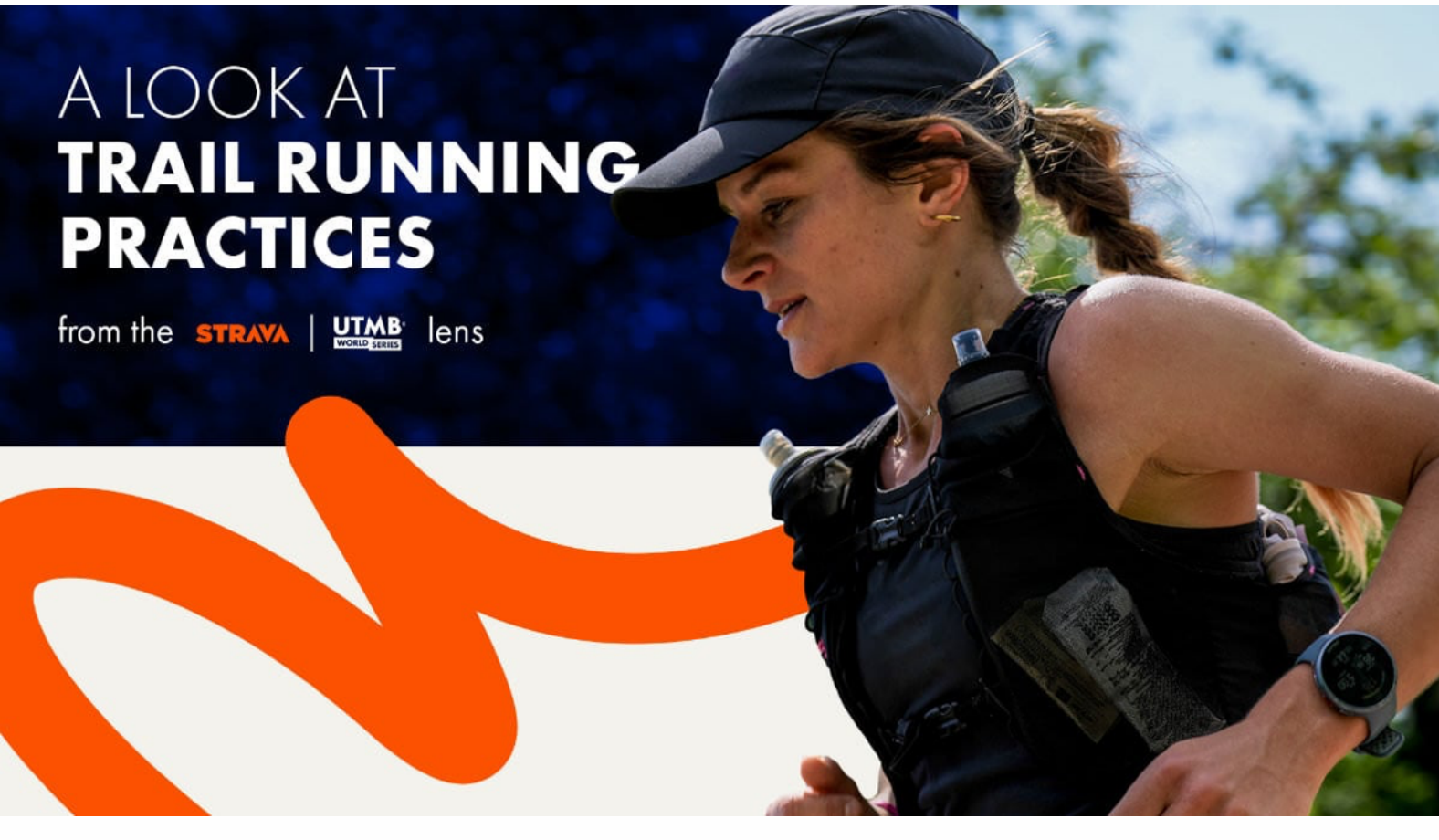
The initiative comes as both brands aim to better serve the trail running community by delivering innovative, immersive, and community-driven experiences. Key features of the collaboration include:

- **UTMB® World Series and Majors featured on Strava:** UTMB® World Series Majors and Finals will reinforce their presence on Strava, in particular via Clubs. These clubs will become essential spaces for sharing training progress, race insights, and community inspiration.
- **Strava Segments integrated into live race coverage:** Key Strava segments will be integrated into the live broadcasts of UTMB® World Series Majors and Finals, as well as on their website. This innovation brings the race closer to fans and runners alike, offering real-time performance comparisons, segment battles, and deeper engagement with the course.
- **Combined data story on the evolution of trail running:** The two brands have collaborated on a data analysis which reveals trends over recent years - from training to racing - as to how trail running participation has increased, barriers associated with the sport are being broken down, and the sport is becoming more approachable and inclusive. The data can be found below.

"At the heart of this collaboration is a commitment to providing athletes with the best experience." said Antoine Aubour, Brand, Communication & Marketing director at UTMB Group. "Whether they're training for their first 20K or chasing a podium at the Finals, they often look and find the same things on Strava and in UTMB World Series events: a community to share with, key data to understand their performance and decisive routes to discover new places. Together with Strava, we support a richer, more supportive trail running ecosystem."

From Training to Racing: A Data Story on the Evolution of Trail Running

Following the HOKA UTMB® Mont-Blanc World Series Finals, UTMB® World Series and Strava have collaborated on a combined data story which offers a unique insight into how trail running has evolved globally.



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Key findings include

Participation is on the rise:



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According to recent activity data from Strava, there has been a **2x increase in the count of athletes uploading trail runs** in the first half of this year compared to the same time-period 3 three years ago.

Similarly, participation in UTMB Index Races in the first half of 2025 was **2.4x higher** than the same period in 2022, with over 800,000 race starts in just 6 months! A clear sign of the discipline's accelerating expansion and appeal to newcomers in that **42% of these runners were competing in their first-ever trail running event**.

More women are running on the trails:



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According to the most recent UTMB Index race data, there has been a **2.6x increase in the number of female participants in trail races** in the first half of this year compared to the same time-period 3 three years ago.

Globally, women are particularly **strong in shorter distances**, accounting for over **50% of participants** in Oceania and Africa in 2024. Europe hosts the largest number of female runners, with over 160,000 **taking part** in UTMB Index races in the first half of 2025.

In looking at the growth of participation in trail running on Strava, remarkable growth has been seen particularly among the younger female cohort. In the first half of this year compared to the same time-period 3 three years ago, there has been a **6.5x increase in the count of Gen Z females** uploading trail runs globally.

Community is at the heart of participation:



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Globally, **the share of runners in a Club on Strava has increased 31%** since pre-pandemic in 2019, and the biggest increase among generations has been seen with Boomers. Alongside this, there has been a near **20% increase in the share of trail runs that are grouped** in the first half of this year compared to the same time-period 3 years ago. **Boomers are also most likely to run with others compared** to their generational counterparts.

At UTMB® World Series events, **91% of participants** travel from within the **same continent**, and **73%** come from the **host country or a neighboring nation**, fostering strong regional ties. **More than 50% of runners come with friends or family**, turning race weekends into shared adventures that extend far beyond the start and finish lines.

Trail running is becoming more approachable:

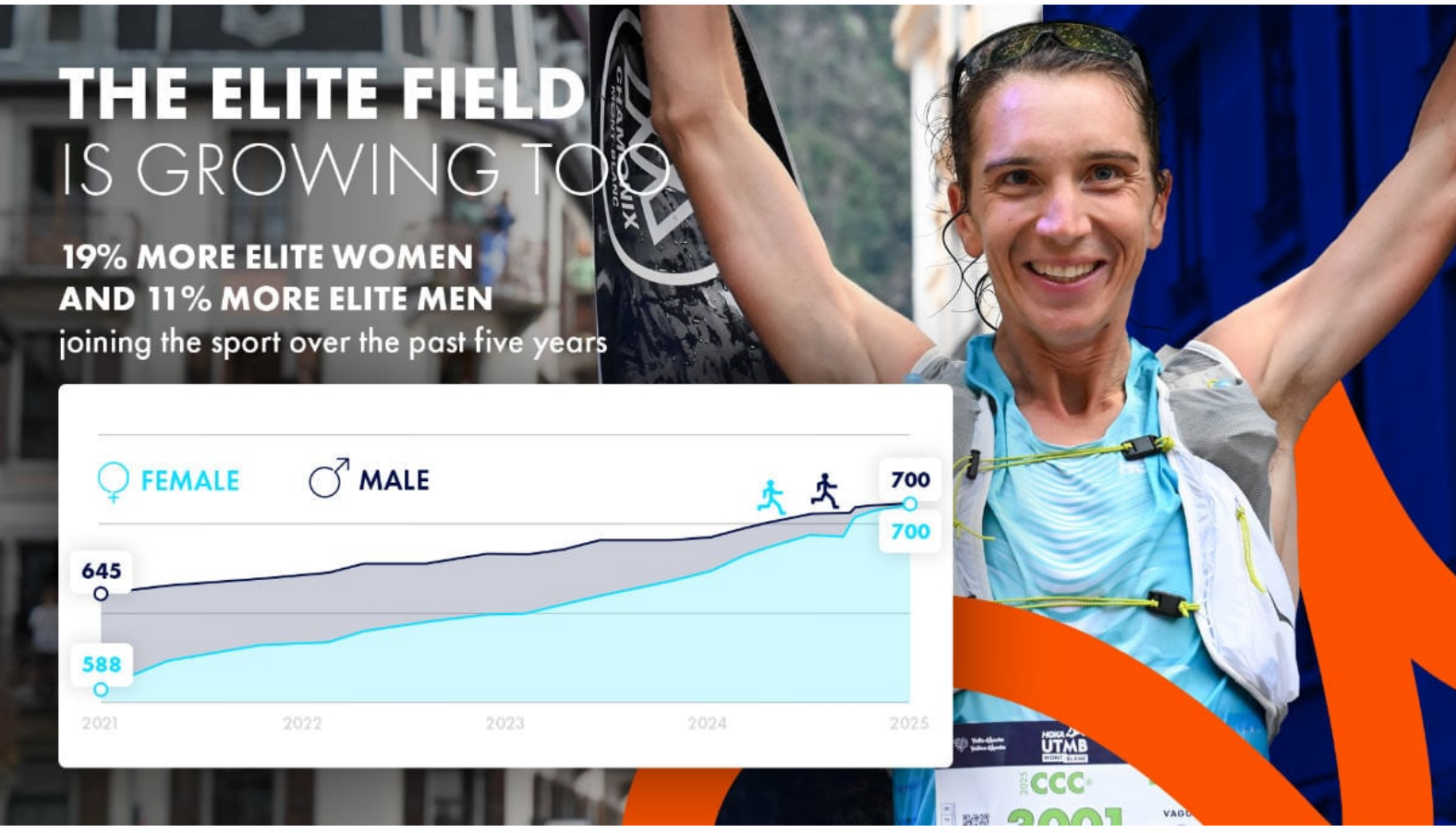


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While trail running is often associated with epic ultra-endurance challenges, the data shows a more approachable reality. In UTMB Index races, about **2/3 participants** run a **marathon distance or less** while **1/3** take on a course longer than **50 km**, and just **1%** tackle the legendary **100-mile distance**. The most popular distance is between a **half marathon and a marathon**, with almost **50% of participation**.

This coincides with trends seen in the global Strava data. The brand revealed **the average distance trail run on the platform is 9.7km, with 213m elevation gain**, indicating that trail running is a sport for all experience levels.

The elite field is growing too:



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Trail running is becoming increasingly competitive and professionalized. Participation isn't just growing at the general level — the number of elite athletes is rising as well, with **19% more elite women** and **11% more elite men** joining the sport over the past five years.

For people inspired to find a trail running community, they can find out more on Strava [here](#), or sign up for their very first race, they can discover the UTMB World Series [here](#).

Note to editors

About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series final takes place, launched in May 2021 with the collaboration of UTMB Group and The IRONMAN® Group, the UTMB® World Series circuit brings together 50 events in 28 countries. For more information, visit <https://utmb.world>.

About Strava

Strava is the app for active people. With over 150 million athletes in more than 185 countries, it's more than tracking workouts—it's where people make progress together, from new habits to new personal bests. No matter your sport or how you track it, Strava's got you covered. Find your crew, crush your goals, and make every effort count. Start your journey with Strava today. Join the Strava Club or follow Strava on Instagram, X, Facebook, YouTube, and LinkedIn. Visit www.strava.com for more information.

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