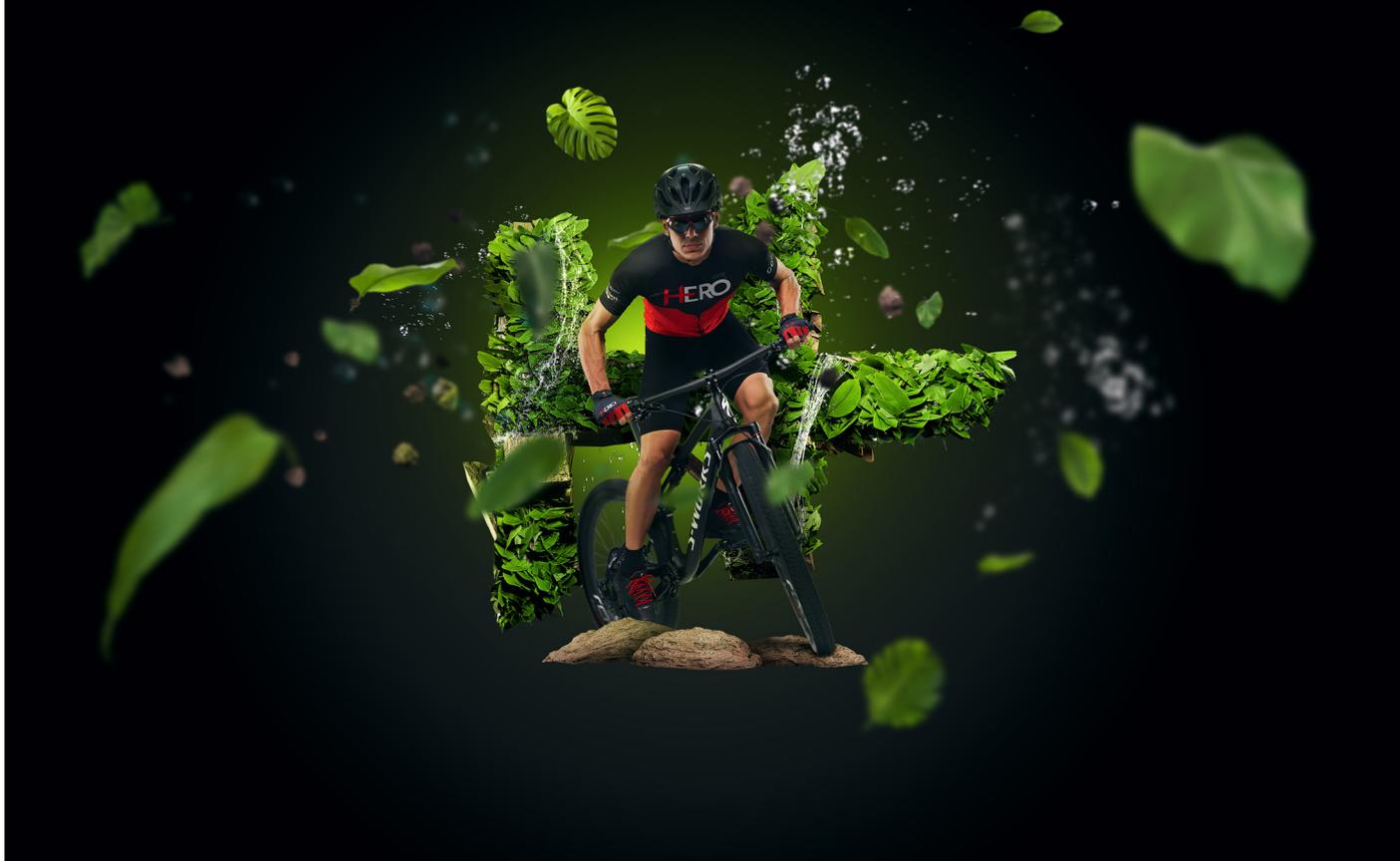


HERO™ | WORLD SERIES



HERO THAILAND 2020: CHIANG RAI TO HOST ASIA'S FIRST HERO EVENT

The Northern Thai town has been chosen as the venue for the first HERO race in Asia: a 62 km ring circuit with a 1,600m elevation change on which competitors can push their limits in a race format legendary for its originality and position. It will also provide an opportunity to promote an alternative kind of tourism more compatible with the pristine nature around the Northern Thai town.

Hashtag: #HEROWorldSeries #HERODolomites #HEROThai

HERO is about pushing your limits, pitting yourself against yourself rather than anyone else. It is not just a competition: it's a goal. First held in the Dolomites in 2010, HERO quickly became the mountain bike race that all off-roader bikers dream of finishing at least once in their life because it is the "world's toughest marathon".

HERO WORLD SERIES 2020

Thanks its epic nature and the fact that it involves participants from the day they enter (a good nine months before the competition), HERO's notoriety has spread far beyond Italy with a huge number of bikers flocking to it from the five continents and interest being shown by a slew of different nations that have realised its potential value as a marketing tool. The result is that the first HERO World Series is taking place in 2020: after two rounds in Dubai and the Italian Dolomites, the final race will be in the lovely town of Chiang Rai in Thailand. The Asian nation was selected because of the spectacular power of its nature and the fact that its lush tropical beauty contrasts so starkly with the rocks of the Dolomites and the deserts of Dubai.

THIRD ROUND IN THAILAND

Evoking the sultry heat of the tropics, Thailand is a fantastic mountain bike destination and Chiang Rai in particular is the perfect place to organise a HERO race: «We chose Chiang Rai because of the town's particular charm and atmosphere and also because of the trails we found through the mountains behind it: wild, pristine nature- commented Gerhard Vanzi, organiser of the HERO World Series - Most importantly of all, we feel that Chiang Rai is still undiscovered and relatively new to the mountain bike world. As a destination, it ticks all the boxes for sustainably developing sports tourism, not least because of the cycling culture that already exists in the area».

SPORTS TOURISM TAKES CENTRE STAGE

Sports tourism accounts for 10% of world travel revenues and getting into that particular segment by offering an attractive draw for mountain bikers is a huge plus for the host nation: «Thailand has everything required to become a skilled player on the world off-road cycling market» concluded Vanzi. That view is backed up by European Travel Commission data which reveal that sports tourism generates between 12 and 25 million international visitors each year, producing revenues in excess of 800 billion euro. This is where HERO Thailand which takes place on Saturday, October 10 2020, comes in. The trail is being set up by a team coordinated by Vanzi and will comprise a 62km ring with a 1,600m elevation change. It will be a tough challenge. The toughness of the race track will contrast hugely with the powerful heat and high levels of humidity. But aside from the competitive aspects of the event, the organisers are also working to set up a selection of travel packages for European (and other) bikers to ensure that everyone's needs are met and to take care of the practicalities for participants and, of course, the people accompanying them, to ensure they enjoy their "holiday".

For further information visit
www.heroworldseries.com
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