

alpe*huez

ALPE D'HUEZ
TRIATHLON

Juillet 26-30 2021

P R E S S



RENAULT

OVERSTIM-S
SPORTS NUTRITION

ZONE3



GUTAI

S'YORÉ



WELEDA
Dermatologie



Diversity Kids



Vaujany / Oz-en-Oisans / Allemont / Livet-Rouperoux-Gavet / Séchillienne / St Barthélémy-de-Séchillienne / Alpe-du-Grand-Serre / Lavaldens / La Valette / Nantes en Rattier / Sousville / Siévoz / Valbonnais / Entraigues / Le Périer / Chantelouve / Ornon / Bourg d'Oisans / La Garde / Alpe d'Huez



The 15th edition of the Alpe d'Huez Triathlon will take place from 26 to 30 July. 3,600 participants are expected at the top of the 21 mythical bends of the Tour de France, spread over the four race proposed by the organisation. After the cancellation of the event in 2020 due to COVID-19, the return of the triathletes in the Oisans will happen under certain health constraints, but comes at the right time to stimulate the tourist activity of the region. For 5 days, a real triathlon community, made up of athletes, volunteers, partners but also tourism professionals, will fill the resort to share their passion for an extraordinary discipline... and for the legendary ascent of Alpe d'Huez.

Record participation, despite the circumstances

With 3600 registrations, the Alpe d'Huez Triathlon organisation led by Cyrille and Laurence Neveu has beaten a new registration record, with a 5% increase compared to 2019, despite the deterioration of the health context in recent months. "We had started with a base of 4000 registrations, after having sold out in a few days from the opening of registrations in 2020. Unfortunately, the persistence of the pandemic in the spring generated an unexpected wave of drop outs among our registrants. With around 40% of participation from abroad, including a traditionally large British contin-

gent - between 10 and 15% of total participation - this drop out was inevitable. We tried to offer as much flexibility as possible to the triathletes and ended up with over 1000 requests for cancellations and postponements to 2022. We had to adapt and find solutions to compensate", says Laurence Neveu, in charge of all the administrative management and relations with the runners. The main race of the week, the "L" Triathlon on Thursday 29 July, still reached 1300 registrations, while the Duathlon, the M Triathlon and the Kids Triathlon will be fully booked (details in annex).

D Duathlon
July 27
6.5/15/5.5

K Triathlon
Kids
July 28

L Triathlon L
July 29
2.2/118/20

M Triathlon M
July 30
1.2/28/6.7

www.alpetriathlon.com

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The Oisans as a triathlon and energy transition territory.

The Alpe d'Huez Triathlon highlights a part of the Oisans valley, which has become a triathlon territory over the last 15 years. Beyond the myth of the 21 bends of Alpe d'Huez, the Lac du Verney has largely contributed to the event's reputation. The lower reservoir of the Grand'Maison EDF hydroelectric power station (the most powerful in France and Europe) allows triathletes to experience an exceptional swim in the middle of the mountains. But the site itself is at the heart of the energy transition,

with hydroelectricity as key production to compensate the fluctuations of the renewable energy production, with zero carbon emissions. As for Bourg d'Oisans, the town hosts the start of the first Alpe d'Huez Duathlon run, the fastest growing event (+40% in 2021) with 600 entries this year. Finally, the resort of Alpe d'Huez will be taken over by the triathletes and their families, for a stay of 4 days on average, with an objective of 1.5 million euros of financial boost for the valley.

ANTI-COVID PROTOCOL

PRO FIELD 2021

RACEBOOK 2021

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July **26-30** 2021

Some stats around the Alpe d'Huez Triathlon 2021



37,5%
of foreign triathletes



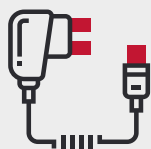
400
Volunteers on
Triathlon L day



115
Elite athletes



1100
Bib number
cancellation or
transferred to 2022



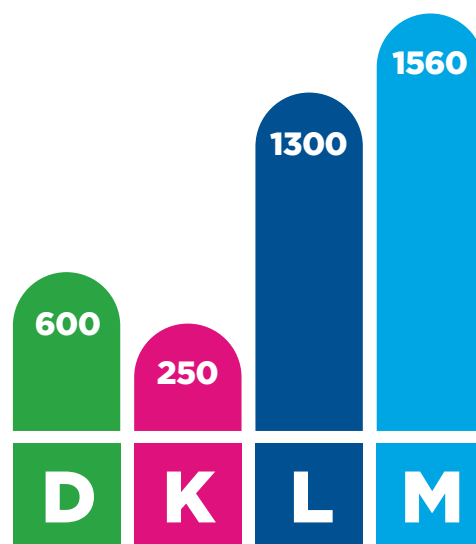
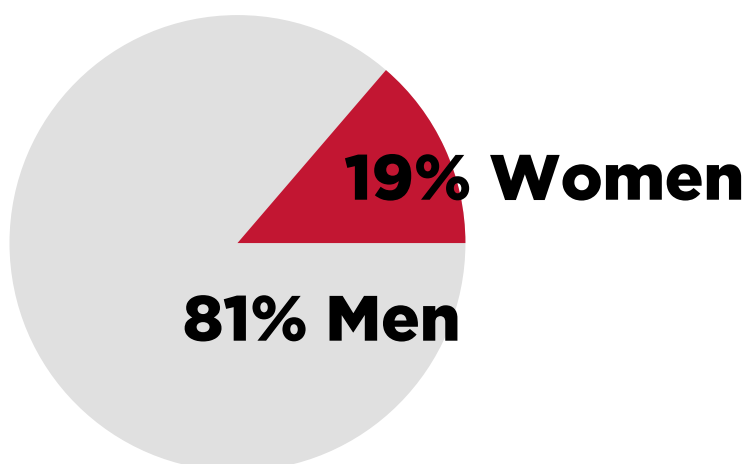
1800MW
Energy produced in 3 minutes by the Hydroelectric power station of Grand'Maison (based at the Lac du Verney, start of the race)



7700
Masks provided
by the organisation



1270
Kgs of fruit supplied at feed stations



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