**No Cycling World Trophy for 2025 – an era draws to a close**

*For 57 years the St. Johann in Tirol region became a road racing paradise for a few days in the summer, when tens of thousands of cycling enthusiasts from across the globe competed on their road bikes to win the popular trophies. However, for a variety of reasons, it has now been decided that from next year, the event will no longer be held.*

Road bike racing, the popular Hill and Airport sprints, along with the impressive prizegiving ceremonies on the ‘Medal Plaza’ in the town of St. Johann – for the past 57 years all of this has been a set fixture for the St. Johann in Tirol region and the Cycling World Trophy. Yet over the last few decades the fundamental prerequisites required to implement an event like this have fundamentally changed – during this period road traffic has multiplied which has made it hugely difficult to find routes, as well as start and finish areas. Traditionally the starts were in the Wieshofermühle area. Last year the event was held in the Bärnstetten area, while this year it even moved to Kirchdorf, to the Litzlfelden area.

It has not just been the start and finish areas that have posed a problem, the countless new cycling events that have emerged in the past few years have meant that participant numbers in individual events has dropped. At a joint meeting it was ultimately this, and other reasons, which prompted the organising team based around the Baumann family to no longer hold this traditional event next year. The Kitzbühel Alps St. Johann in Tirol tourist organisation – co-organiser and backers of the event – understand the motives and have agreed with the reasons for the cancellation: ‘The Cycling World Trophy has for decades been a set fixture in the region’s event calendar and has also played a role in establishing St. Johann as a cycling destination among an international cycling audience. I very much thank the Baumann family for this and for their commitment to the event! The fact that the Cycling World Trophy will now no longer be held, is due to a change in conditions.’, explained Josef Grander, representative from the tourist association.

The St. Johann in Tirol district has for many years been a partner of the Cycling World Trophy, working alongside the tourist association. Representing the district, Mayor Stefan Seiwald also addressed the organising team based around Harald and Michael Baumann: ‘What the Baumann family as organiser have managed to get off the ground over the last 57 years with the Cycling World Trophy is impressive. Thousands of cycling enthusiasts have been able to enjoy wonderful days of cycling here with us and many new friendships have been forged. On behalf of the district of St. Johann I too would like to extend thanks to the Baumann family for their commitment and dedication – to have kept such a major event running for so long says it all. We wish Harald and Michael Baumann continued success!’

To finish, the Baumann family themselves addressed the meeting:

‘In a discussion with the executive members from the town council and from the tourist board, which demonstrated a great deal of mutual respect, it was indeed not an easy decision for us to have to ultimately ‘call it a day’ for the Cycling World Trophy. Unfortunately the traffic situation has meant that we are no longer able to hold an event which would be of the desired quality. We have reacted to the challenges with various changes in the past few years – from combining age groups to moving the start and finish area. All in all however, this is no longer in keeping with the concept and idea we had for the Cycling World Trophy. We are regretful about the end of this long and lovely time, but are persevering as an organising team and are endeavouring to find a place which has less traffic volume so we can hold the Cycling World Trophy again.’