

# BECYCLE

## From Tuscany to Gran Canaria: the best of cyclotourism showcased at BECYCLE

*Discover premium cycling destinations at BECYCLE, the inaugural event by Pitti Immagine, taking place at Stazione Leopolda in Florence from June 26 to 28, 2024*

Tuscany, the home of the Grand Depart of the **Tour de France** 2024, with its iconic countryside, artistic cities, and the allure of the Eroica myth. Emilia-Romagna, with its fortresses, parks, and Apennine peaks. Piedmont with its vineyards and gastronomic escapades. And then Veneto, another land of cycling, Varese and Valtellina with their world-championship memories and famous cycling climbs, Basilicata with its small, grand dreams, all the way to Gran Canaria, where cyclists and cycle tourists find ideal conditions to explore a "miniature continent."

These territories and experiences can be discovered or rediscovered at **BECYCLE**, the innovative event dedicated to the world of cycling, marking **Pitti Immagine's** entry into the cycling world. Scheduled at **Stazione Leopolda in Florence from June 26 to 28, 2024**, this event will feature stories and proposals from various destinations, intersecting with the narratives of leading cycling brands in this first edition. A rich program of talks with international cycling figures, personalities, and experts will also be part of the event.

The Tour de France, starting from Italy for the first time on Saturday, June 29, will highlight three Italian regions featured at BECYCLE. Firstly, of course, is **Tuscany**, a cradle of cyclotourism both nationally and internationally: from road cycling to mountain biking and gravel riding, art cities, islands, and the world's most famous hills, cycling has long been central to the region's vision and strategies, and the participation of **Regione Toscana** and **Toscana Promozione Turistica** at BECYCLE further confirms this.

Tuscany's global fame among cycling enthusiasts is also thanks to a phenomenon called **Eroica**: Giancarlo Brocci's creation will be present in Florence with Casa Eroica, where visitors can admire three iconic jerseys worn by Gino Bartali and relive the last edition of the world's most famous vintage cycling event through augmented reality viewers.

Following Tuscany, the Grand Boucle will pass through **Emilia-Romagna**, offering routes and experiences suitable for all ages and abilities. From short excursions to cycle paths, from Piacenza to Rimini, there's plenty to discover, from plains to steep climbs, through the roads of Pantani, the Nove Colli, and the Imola World Championships, without forgetting the mythical Colle di San Luca in Bologna, which will test the legs of the yellow jersey contenders.

The third region of the Italian Grand Depart is **Piedmont**, represented at BECYCLE by **Langhe, Monferrato, and Roero**. Names and regions that ignite the imagination of food and wine enthusiasts, one of the trends most closely linked to cyclotourism in recent years. From endless vineyards, it's just a step to immerse yourself in medieval villages, castles, and even child-friendly museums.

Equally worthy of exploration are the river routes crossing **Veneto** from mountains to the sea, ideal paths for slow tourism in the 'Land of Venice.' Natural beauties, artistic jewels, and gastronomic flavors unfold for everyone: MTB, Gravel, or road bikes, the choice of dedicated routes is vast, each offering

# BECYCLE

tailored hospitality in one of the territories traditionally most devoted to cycling, where roads and trails teem with bicycles on every occasion.

From Veneto to **Valtellina**, a "paradise for two wheels," with hundreds of kilometers of routes for everyone, from the Valtellina Path to the Valchiavenna Cycle Path, from the great alpine passes of Stelvio, Gavia, and Mortirolo, which have written the history of road cycling, to MTB or e-bike routes immersed in the wildest nature, and the increasing presence of gravel routes, catering to various cycling enthusiasts.

In Lombardy, the **#VareseDoYouBike?** initiative offers 45 itineraries covering nearly 2,500 kilometers, a project by the Varese Chamber of Commerce, local authorities, operators, and trade associations to build a cyclotourism system, adding a new piece to the promotion of the "Land of Lakes." This area is famous for the unforgettable 2008 Varese World Championships won by Alessandro Ballan.

Smaller but full of surprises, **Basilicata** also shines at BECYCLE, with the region's campaign to promote cyclotourism and its natural, artistic, and gastronomic treasures. The region offers numerous attractions for cyclists, with much work done to make its vast natural and cultural heritage accessible to bike visitors.

Florence will also feature an international destination: **Gran Canaria**, one of the eight Canary Islands, where cyclists and cycle tourists can enjoy an incredible variety of landscapes and a superb climate, with an annual average temperature of 24°C. Gran Canaria was awarded the best foreign destination for cyclotourism at the 2023 Green Road Awards.

Stories and routes will also be highlighted at the **Ediciclo Editore** stand, Italy's first publishing house specializing in books on cycling and sustainable mobility since 1987. The stand will feature biographies of great champions and cycling-themed novels, adding to the tales resonating from the BECYCLE stages over the three days.

To meet the leading cyclotourism destinations, BECYCLE will attract visitors, media – both industry-specific and general – and a large group of **Tour Operators**, making the event a valuable opportunity also for the B2B segment.

For participation, news, and information: [BECYCLE.pittimmagine.com](https://www.becycle.pittimmagine.com)

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## Credits

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# BECYCLE

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