

2025 UCI WorldTour Tour of Guangxi: Global Cycling's New Highlight—Sport, AI Magic, and Economic Drive



Nanning, Guangxi Oct 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - From October 14 to 19, the 2025 Cotti Coffee UCI WorldTour Tour of Guangxi (hereinafter referred to as the “Tour of Guangxi”) concluded successfully in China’s Guangxi Zhuang Autonomous Region. Through innovative practices, the event has redefined the boundaries of modern sports.

<https://youtu.be/8nYorYeO5A4>

The six-day race not only shattered event records and ignited the passion of global fans, but also — via deep AI integration, widespread public participation, and a surge in consumption — demonstrated how a sports event can transcend competition itself to become a powerful engine driving regional development and global cultural exchange.

Climax of Competition: Records Tumbled and Legends Took Their Final Bows

The event drew top cyclists from around the world, including 17 WorldTour teams (such as UAE Team Emirates XRG, Team Visma - Lease a Bike, and Team Lidl-Trek), 2 ProTeams, and the Chinese national team. They competed fiercely across six stages, covering a total of 1,017.1 kilometers.

In the end, French sprinter Paul Magnier (Team Soudal - Quick Step) dominated stages in Fangchenggang and Chongzuo - Jingxi, securing a record-breaking “5 wins in a single edition.” He claimed the blue jersey and established himself as the brightest star in the Tour of Guangxi’s history. The overall red jersey went to Paul Double (Team Jayco AlUla), whose exceptional climbing skills sealed victory in the Yizhou - Nongla stage — known as the “Queen Stage.”

The event also featured a touching moment: Lidl-Trek’s Ryan Gibbons and Decathlon-AG2R’s Nans Peters held their retirement ceremonies at the Nanning finale. Gibbons commented, “There’s no better place than Guangxi to mark the final stop of my career.” In the women’s race, Lidl-Trek’s Anna Henderson claimed the championship.

Tech Empowerment: AI Redefines Event Experiences

The event’s highlights extended beyond the racecourse. During the Fangchenggang stage, technology and sport converged seamlessly: humanoid robots cheered on cyclists, immersing both participants and spectators in the allure of technology. Reports indicate 14 robots (of 4 different models) were deployed to interact with cyclists and guests, deliver performances, and provide welcome services at athletes’ hotels. This enhanced the event’s appeal, fun, and atmosphere, truly putting technology at the service of the race.

Brad Joseph Sohner, an American event host, noted, “This is the first time AI robots have appeared on a WorldTour stage — the Tour of Guangxi has delivered a complete surprise.”

Beyond robots, the Tour of Guangxi introduced large-scale AI applications for the first time, offering virtual tours of Guangxi and immersive interactions. The organizing committee’s “AI Cartoon Avatar Customization Tool” went viral: users could upload a photo to generate a personalized rider avatar styled after each host city, accompanied by derivative cultural merchandise (such as badges and fridge magnets). This gave global audiences an opportunity to take a virtual tour of Guangxi — aligning with the event’s push for immersive digital participation.

The Tour of Guangxi powerfully illustrated the “AI + sports” synergy. Guangxi not only hosted an international event but also accelerated the integration of AI across industries, enabling industrial transformation to embark on a new “Smart+” era.

AI has broken geographic limits for viewing, and transformed race momentum into a lasting asset for cultural dissemination. “Technology allows those who can’t be here in person to feel the beauty of Guangxi landscapes,” said Hanna, the event’s press officer. “When we drove past waterfalls and karst landscape, the whole team was in awe of the natural beauty.”

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Economic Boost: Event Momentum Triggers a Consumption Surge

From September 10 to October 31, the Tour of Guangxi Sports Consumption Festival took place. Notably, this nearly two-month festival covered not only 16 Wanda Plazas in Guangxi but also extended to 8 provinces (including Guangdong and Yunnan).

Preliminary data shows:

- Since the festival's launch, 2,500 merchants across 16 Wanda Plazas generated CNY 980 million in sales, a 12% year-on-year increase.
- Sports retailers saw the strongest growth: 170 participating sports merchants recorded combined sales of over CNY 38.43 million (up 10% year-on-year).
- 8 plazas set new single-day visitor records.

Centered on the Sports Consumption Festival, the 6 host cities (including Fangchenggang, Chongzuo, and Nanning) launched “race + cultural tourism + e-commerce” initiatives:

- Fangchenggang issued hotel vouchers.
- Baise offered “spend CNY 200, get CNY 50 off” dining coupons.
- Hechi provided scenic spot discounts to promote wellness tourism.
- Nanning linked social security cards to spending subsidies.

Cities actively converted spectator traffic into full-chain consumption (spanning dining, accommodation, transportation, tourism, shopping, and entertainment), driving exponential economic growth. The organizing committee also adopted a “race broadcast + e-commerce livestream” dual model on the program Fun Viewing Tour of Guangxi, featuring post-race livestreams that showcased local Guangxi specialties (such as Laoyou noodles, Zhuang brocade, and Lingyun tea).

According to the Shanghai Orient Sports Evaluation & Consulting Center, the event generated CNY 1.112 billion in direct economic benefits (up 6.34% year-on-year) and CNY 1.942 billion in indirect benefits (up 14.39% year-on-year). Non-local visitors spent an average of CNY 3,208.97 per person, highlighting the event's strong pull for tourism, retail, accommodation, and related industries.

From Public Carnival to Global Acclaim — Guangxi's Landscapes Shine on the World Stage

This year, the event expanded its mass participation races to all six stages, attracting 1,640 cycling enthusiasts (including 880 non-local riders) covering 30 provinces and municipalities directly under the Central Government of China, plus international participants from countries such as the UK, Lithuania and Vietnam

Wu Rongli, President of the Yizhou Cycling Association, said, “The opportunity for ordinary people to get up close to their cycling idols has significantly boosted the sport's popularity.” Many participants added, “Riding on a world-class course and competing with enthusiasts from across the country is an unforgettable experience!”

Beyond in-person mass races, online cycling activities also captivated national riders: over 60,000 people participated, and more than 8,000 joined the “From All Corners to Guangxi” themed virtual ride. Through its “elite + mass” dual model, the event achieved deep integration between professional sports and grassroots participation.

Jhonatan Narváez (UAE Team Emirates XRG), a six-time participant, praised, “The courses and atmosphere in Guangxi are one-of-a-kind.” Paul Double (Team Jayco AlUla) called the event “the greatest success of my career.” Beyond their victories, cyclists expressed a desire to recommend Guangxi to friends and family, hoping to return outside the race to explore its beauty and savor local cuisine.

The Tour of Guangxi's route is more than a competition arena for cyclists — it is a breathtaking showcase for global visitors. Audiences worldwide marveled at Guangxi's karst mountains, spectacular

Beibu Gulf seascapes, and vast green fields on screen, as the region extended a warm invitation to the world.

The event highlighted Guangxi's vitality, but its charm goes further. International friends are warmly invited to follow in the footsteps of top cyclists and enjoy authentic experiences: fresh seafood in Fangchenggang, tranquility in Chongzuo's Mingshi Village, serenity in Bama (the "longevity town"), and a wealth of local specialties on Nanning's vibrant streets.

As a key gateway connecting China to ASEAN nations, with its welcoming multi-ethnic culture, Guangxi stands ready to welcome guests from around the world. Come experience the excitement and emotion of the Tour of Guangxi, and embark on your own unique journey to discover why Guangxi is "the world's most beautiful and vibrant destination."

Media Contact

2025 UCI WorldTour Tour of Guangxi

*****@uci.org

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