



Alessandria and its province among the Italian capitals of Gravel

Magnificent hills, kilometres and kilometres of cycling itineraries and a long-established tradition of cycling champions, who grew up and trained on these roads to reach the top of the world, make Alessandria and its province the ideal territory for cycling lovers.

The territory of Alessandria has worked for many years to position itself as one of the most important Gravel destinations in Italy, mapping itineraries with specific site inspections and putting together circuits dedicated to “Bike & Wine” to join wine tourism and cycling, two great attractive forces of the territory.

Since 2021, after exhaustively covering the more general bike-related tourism, Alexala has been actively working to position the territory within the specific segment of gravel bike, creating new updated gravel routes on the existing portals (<http://www.piemontescape.com/>) and on new channels ([Komoot](#)) reachable from www.piemontegravel.it. It is continuing to work to cover the entire territory with itineraries according to this new concept that includes a gravel ring, of tourist and scenic importance, with a return/departure journey that can always be travelled by train.

The implementation of the tourist services around the new itineraries and the creation of different themed tourist products making it possible to reach Liguria starting from Piedmont are also heading in the same direction.

It is no coincidence that last year Quattordio, in the province of Alessandria, hosted the only Italian stage of the UCI Gravel World Series, the Gravel world championship, within the scope of the Monsterrato-Strade Bianche Monferrato, with two different itineraries: “Diavolo Rosso Gerbi” (65 km) and the “Eliso Rivera” (125 km).

The cycling itineraries of Alessandria and its province

This link offers many possible cycling itineraries of Alessandria and its province. They are often themed to tell the most beautiful stories of the territory or to give cycling tourists the opportunity to become acquainted with the most attractive cultural and tourist sites along the way, alternating them with full immersion in nature:

<https://www.piemontescape.com/it/percorsi-ciclabili/?search=1&g=&a=3b72a99fd8d6fcb14a85e03d9c5d18a2&x=&d=0.00&e=600.00>

Bicycle-themed museums and sites of Alessandria and its province

Alessandria, as all the surrounding territory, has always been historically connected to the bicycle world. In 1867, the first bicycle in Italy arrived here thanks to the eclectic brewer Carlo Michel, president of the Chamber of Commerce of Alessandria at the time. He saw it and was so enthusiastic that he wanted one to study, understand and become acquainted with.

This, and other beautiful stories, (including that of the great champions of these hills, such as Coppi, Girardengo and many more) are told in the [AcdB museum](#), a tribute to the key role that the city and the province of Alessandria have played in the heroic age of cycling which embraces the first years of national unity and arrives to the First World War. AcdB is a place of memory and identity, embraced by the families of past Champions, of the competitive cyclists the province of Alessandria has been able to create since road and track competitions have existed in more than 100 years.

AcdB tells the stories of the artisan Giovanni Maino, of Eliso Rivera, co-founder of the "Gazzetta dello Sport", of the "Borsaline" female workers, always photographed on the saddle of their inseparable bikes, of the Circolo Velocipedisti Alessandrino; of the rivalry between Giovanni Cuniolo ("Manina") from Tortona and Giovanni Gerbi

("Diavolo Rosso") from Asti to the vicissitudes of the champions Costante Girardengo and Fausto Coppi.

The Museum of Alessandria aspires to network with the open-air museums of Castellania and Casa Coppi and with that of the Campionsissimi of Novi Ligure.

The Cycling Museum of Novi Ligure also wants to be a tribute to the history of cycling and the bicycle.

A Museum which covers an area of more than 3000m² to relive the myths of a sport with the stars of the past and the present. The Museum comes to life within an abandoned industrial settlement, skilfully renovated to allow an easy, satisfying, customisable visit.

A long central track symmetrically divides the space in two. The track visually narrates the history of the bicycle with the display of important exhibits, from the draisina to the latest prototypes in titanium. The floor changes, together with the technology, evolving progressively from dirt road to steel. Several display platforms meander on both sides of the track; besides paying tribute to two champions, it is possible to admire and explore the history of bicycle components through reconstructions and interpretations of selected parts. Between the display cabinets and the central track eight multimedia totems offer the visitor a first level of insight and personalisation: a short film menu makes it possible to enrich the information on the pieces on show or relive important moments of the history of road, track, or gravel cycling, in the sections dedicated to cyclocross and mountain bikes.

Alessandria and its province on two wheels: great events for bicycle lovers

Both professional and amateur cyclists will find many proposals to satisfy their cultural and sports needs in the area. It is no coincidence that Alessandria and its surroundings have been working for some time on projects to combine Bike & Wine, aiming at proposing the territory to the tourist market as **an important cycling and wine destination**.

This has led to events dedicated to cycle enthusiasts which are continuing to multiply in Alessandria and its province: historical re-enactments, sports events, new cycling itineraries. **The bicycle is the queen of Alessandria and its province** as demonstrated by these great events dedicated to enthusiasts.

La Mitica Ciclostorica

An historical cycle race with Period Bicycles across the Coppi Hills, nicknamed “La Mitica” in honour of cycling Myth Fausto Coppi. Brainchild of Associazione dei Colli di Coppi A.S.D., besides organising the event dedicated exclusively to vintage bicycles, it also proposes to promote the territory in which Serse and Fausto Coppi were born and grew up through the sport which consecrated them. It will start on 25 June 2023 from Castellania Coppi, a day of great celebration. For information: <https://www.lamitica.it>

La Monsterrato

From 1 to 3 September 2023, Quattordio (Alessandria) will host the Monsterrato-Strade Bianche Monferrato, Memorial Diego Trombin. Gravel bikes, period and vintage bikes, mtb and e-bikes among the hills, vineyards, truffle woods, pastures, ancient castles and medieval villages of the Monferrato area of Alessandria, Casale and Asti. Last year, La Monsterrato became the first UCI Gravel event in Italy in the UCI Gravel World Series, the Gravel world championship. For information: <https://www.lamonsterrato.it>

“A new tourism along the Roman routes and the stages of great cycling”

ViA(E) and UNCEM – National Union of Mountain Communities have announced the agreement “A new tourism along the Roman routes and the stages of great cycling”, a shared route to offer emulation tourism the chance to measure itself not only with the feats of the cycling myths, but also to appreciate the scenic, culinary and architectural beauties of the areas crossed by bicycle. VIA (E) is a promo-marketing project in the making, which currently offers 60 tour packages presented by a network of more than 100 travel agencies and tour operators to cross three Regions (Piedmont, Lombardy and Liguria). These will now be joined by those dedicated to great cycling: experiences for bicycle lovers to aspire to the heroic cycling destinations, emulating the great champions. Once the 28 stages have been given, 15 tourist products will be created.

For information and press material

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