



year in review body mind life.



RUNNING WAS THE MOST POPULAR SPORT – AND IT'S GROWING

Running saw the most uploads in 2023, and more and more athletes are motivated to keep 'em up. The share of Strava athletes uploading runs increased 4%.



2023 was a year of growth for running on Strava.

- 1. RUNNING (UP 4%)
- 2. CYCLING (UP 3%)
- 3. SWIMMING (UP 2%)
- 4. HIKING (UP 1%)
- 5. SKIING (UP 1%)
- 6. YOGA (UP 1%)
- 7. VIRTUAL RIDE (UP 1%)
- 8. WORKOUT (UP 1%)
- 9. WATER (UP 1%)
- 10. TOTAL (UP 1%)

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THE YEAR'S TOP GEAR

Sometimes the right pair of shoes (or a new bike!) can motivate us to get out the door. Here's the gear that got Strava athletes going.

- 1. NIKE AIR ZOOM VAPOR SPEED 3
- 2. HOKA CLIFTON
- 3. NIKE FREEBULL
- 4. NIKE AIR ZOOM VAPOR SPEED 3
- 5. NIKE AIR ZOOM VAPOR SPEED 3
- 6. NIKE AIR ZOOM VAPOR SPEED 3
- 7. NIKE AIR ZOOM VAPOR SPEED 3
- 8. NIKE AIR ZOOM VAPOR SPEED 3
- 9. NIKE AIR ZOOM VAPOR SPEED 3
- 10. NIKE AIR ZOOM VAPOR SPEED 3

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LOOKING FOR AN EXERCISE BUDDY IN 2024? TAKE UP ROWING.

Rowing was the sport most frequently uploaded to Strava in groups of two or more in 2023.



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Willkommen zur neuen Swiss-Ski PPT-Vorlage

Deine Guideline

Digital & Brand MKT Team, September 2024.



Farbcodes

Swissair Red #E61E2D HELVETICA HELVETICA HELVETICA	Swissair Blue #005596 HELVETICA HELVETICA HELVETICA	Swissair Green #70AD47 HELVETICA HELVETICA HELVETICA	Swissair Yellow #FFD700 HELVETICA HELVETICA HELVETICA	Swissair Orange #FF8C00 HELVETICA HELVETICA HELVETICA
Swissair Grey #A9A9A9 HELVETICA HELVETICA HELVETICA	Swissair Black #000000 HELVETICA HELVETICA HELVETICA	Swissair White #FFFFFF HELVETICA HELVETICA HELVETICA	Swissair Light Blue #ADD8E6 HELVETICA HELVETICA HELVETICA	Swissair Light Green #90EE90 HELVETICA HELVETICA HELVETICA

