



THE COMPETITION RETURNS

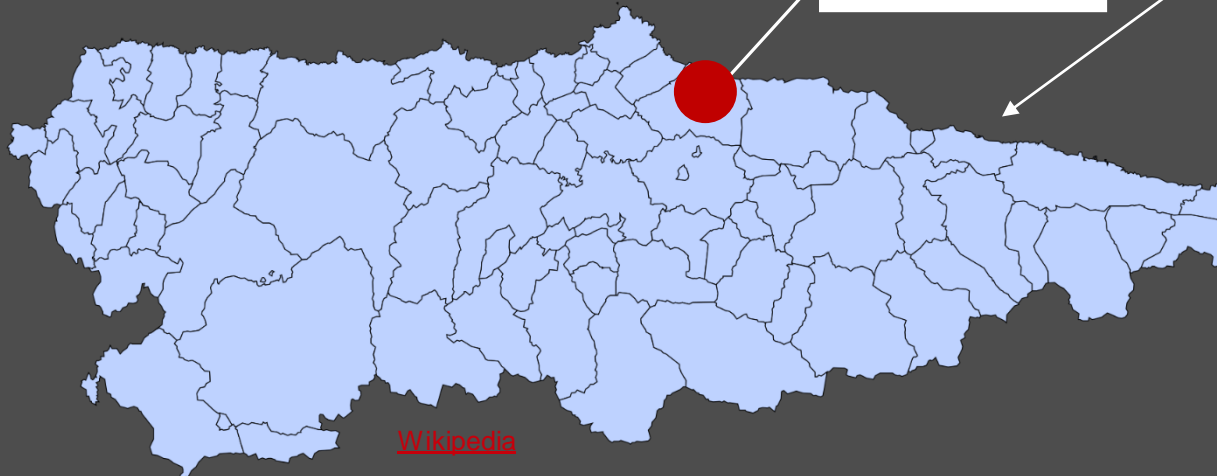
Competitive Resilience

Martin Alvarez-Espinar
23 Sep 2021

Context

[March 2021, Asturias, Spain]

- Competitions interrupted by health/safety measures;
- Growing interest for outdoors activities
 - > since they were the only sports allowed;
- Face mask required also for outdoor (individual) sports
 - > except for endurance sports;
- Municipality perimeter lockdown
 - > except for athletes attached to federations



Wikipedia (by [TUBS](#))

FROM MARCH 12 TO JUNE 30

THE COMPETITION RETURNS

carrerasvirtualespormontaña.com



7

COURSES



90

KILOMETRES



5,250m

ASCENT +



4

MONTHS

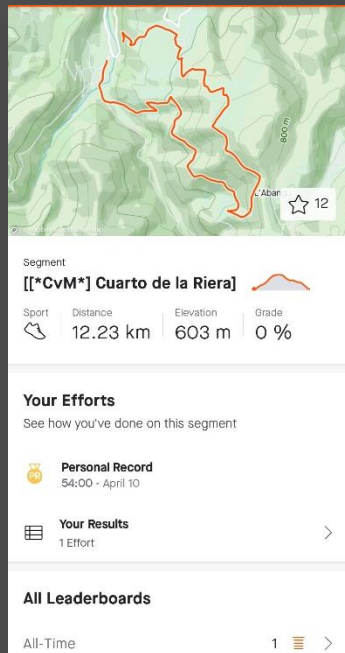


Unlimited

PARTICIPANTS

Member-only competition organised by the local federation

- Virtual competition based on 7 Strava Segments
 - > Just follow the track;
 - > Upload the workout to Strava;
 - > Ranking immediately updated;



CvM Asturias FEMPA Circuit

< Beginning

Classification

General ranking

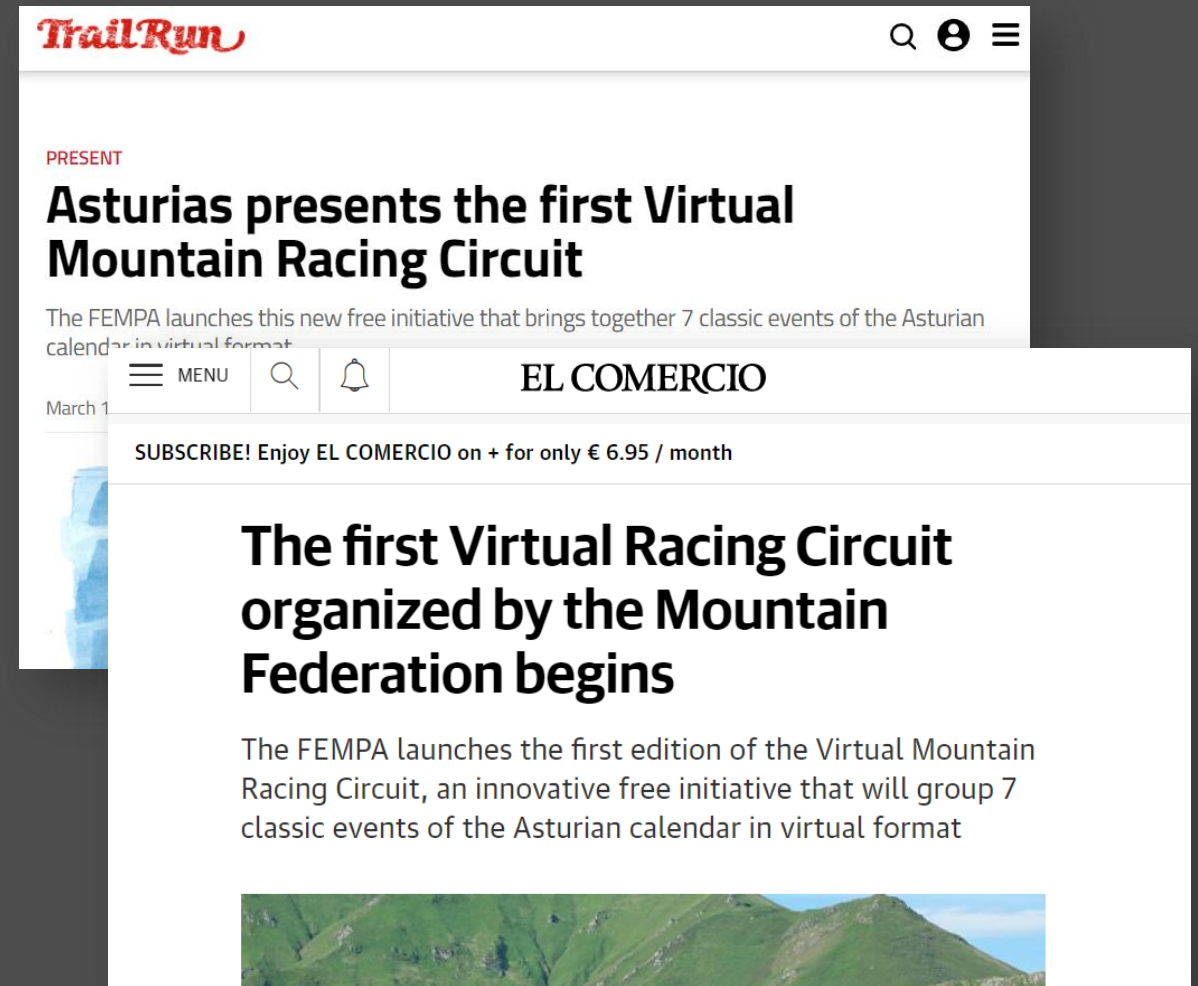
Select the category

Everybody

Show 25 records

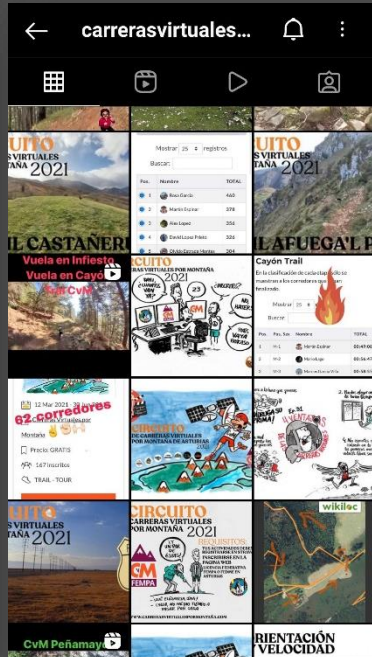
Look for:

Pos.	Name	TOTAL
1	Rosa Garcia	508
2	Martin Espinar	500
3	Noé Fernández Martínez	400
4	Estela Alonso	398
5	Isabel gimeno	360
6	Marcos Garcia Villa	354



Tools

- Website:
 - > rules, main information, tracks, rankings and help →
- Promotion channels: Facebook + Instagram
 - > Engagement, interaction with the participants;
 - > Weekly/monthly intermediate prizes to motivate athletes.
- 200+ participants completed the courses



DESCRIPTION

We start from the park of La Foz de Morcín, we go about 500 m in an ascending line towards the upper part of the town, there we turn right (wooden fence).

We now enter a path of dirt and stones in continuous ascent until we reach a meadow with a large gate, we cross it and climb the entire meadow in a straight line (there is a well trodden path), to another gate, we continue straight path and We do not deviate until we reach a road intersection.

We continue straight ahead and start the Monsacro Canal 20/30 minutes of steep slope that will take us directly to Monsacro (important not to go off the road in the canal, a lot of loose stone).

We reach the upper part of the Canal and we follow the path to what we call Entrepueartes, we continue straight ahead and we get on a stone path for a few meters until we re-link with the normal track that will lead us to the Hermitage above Monsacro.

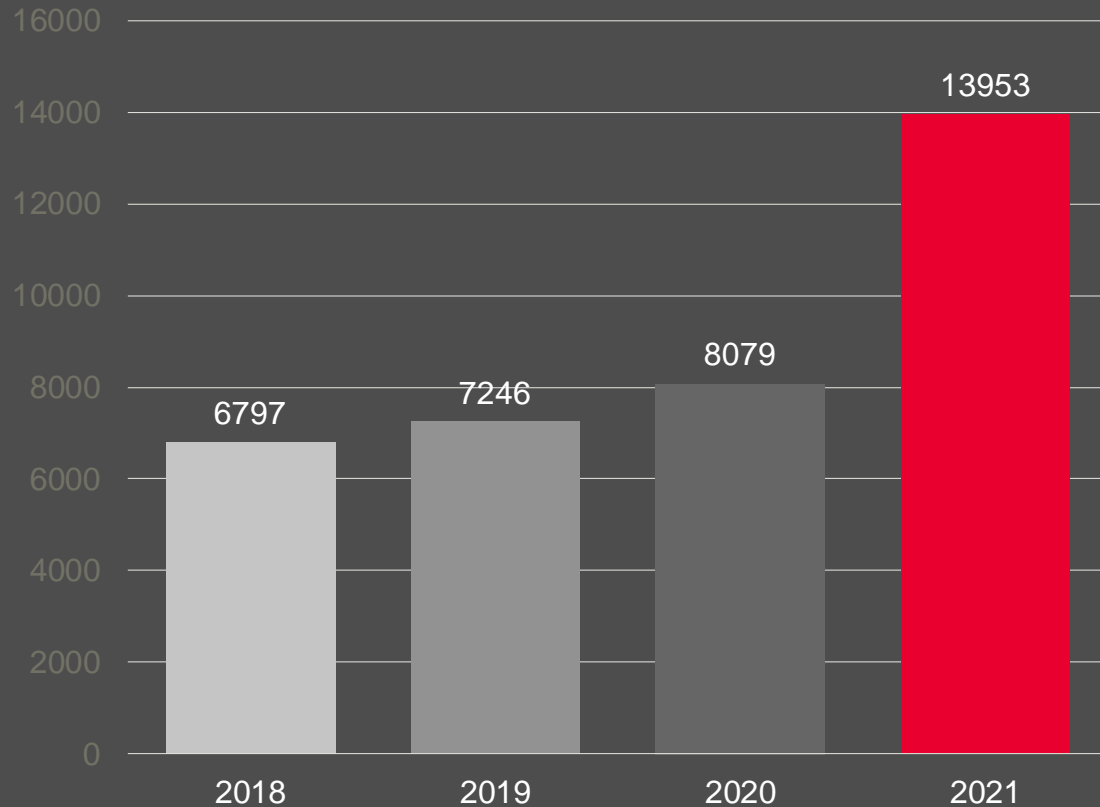
We access this hermitage by the normal path and descend to the hermitage below by the other way up (the trail up the Trail after



YouTube channel:
recordings of 7 courses

[DOWNLOAD THE TRACK GPX](#)[DOWNLOAD THE DESCRIPTION IN PDF \(16.6 MB\)](#)

Key Insights



+173% licenses... one month later

Increment from the previous year (data as of 15th April 2021)

Considered as an official sports activity for authorities →
athletes granted to travel across the municipalities

Clear motivation for non-elite athletes

Online spectators engagement

Used for **qualifying** (National Champs)

Low cost (based on cooperation with local volunteers)

THANK YOU!

Martin Alvarez @espinr

Thank you.

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