



Press release - Chamonix (France), Tuesday 26 August 2025

HOKA UTMB Mont-Blanc 2025 44% women on the ETC start line: women's presence in trail running continues to grow



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For its fourth edition, the **ETC (Experience Trail Courmayeur)** delivered on every promise. **More than 1,500 runners** took on the **15km course with 1,200m of elevation gain**, embracing the challenge of pushing their limits against the spectacular backdrop of the Italian side of Mont Blanc. This short but demanding and intense format **brought together both experienced athletes and amateur runners** – some discovering trail running for the very first time.

ETC 2025: growing female participation and the rise of a thriving community

This year, **women made up 44% of the ETC field** – the highest female representation of any race at HOKA UTMB® Mont-Blanc. The MCC follows closely, with **women representing 36% of starters**. These figures highlight the accelerating feminisation of trail running, driven by the accessibility and appeal of shorter, more dynamic formats.

In Courmayeur this afternoon, **more than 650 women** set off on the **15km course with 1,200m of elevation gain**. Among them was Anne-Sophie, 27, from the Auvergne-Rhône-Alpes region, who had long dreamed of taking part in a HOKA UTMB Mont-Blanc race. A keen hiker, she took up trail running with the aim of going faster and further.

Like Anne-Sophie, many women are choosing these courses, contributing to the steady rise in female participation across the programme. At HOKA UTMB® Mont-Blanc as a whole, women's representation has grown from **19% in 2022 to 25% in 2025** reflecting the sport's increasing appeal to female runners of all levels and across different formats. This trend also extends to the front of the field: this year **45% of elite athletes at HOKA UTMB Mont-Blanc are women** underlining the rapid and significant growth of female participation at every level of competition.

"The growth of women's participation is at the heart of our development at HOKA UTMB Mont-Blanc. We want every woman, whether beginner or elite, to feel they belong at our events, to challenge themselves, and to experience trail running fully – without apprehension or hesitation. This week is also a fantastic opportunity to inspire women who already run, or who might like to start."

– Marie Sammons, Team & Elite Athletes Manager, leading initiatives for women in trail running



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Concrete actions to support and encourage female participation

At HOKA UTMB Mont-Blanc, UTMB Group reaffirms its commitment to inclusion and to championing women in trail running through a range of practical initiatives designed to enhance their experience before, during and after the race.

From the launch of a dedicated **newsletter** and **WhatsApp groups**, to the presence of **female points of contact** and trained volunteers, every detail is designed to provide support and reassurance.

Practical measures have also been implemented, with **hygiene kits** and dedicated **WCs** and **changing areas** available at aid stations and key points along the course.

When it comes to **visibility and equity**, the organisation has for several years ensured **balanced representation of women and men** across live coverage, media content, start lines and prize money.

Shared experiences at the Ultra-Trail Village, inspiring athlete portraits, a 'Children Welcome' policy, and specific measures for elites (equal Car Passes, mixed start areas) further illustrate HOKA UTMB Mont-Blanc's commitment to celebrating women, supporting participation, and making trail running ever more inclusive and representative.

Key milestones and major steps

- **2018**: introduction of equal prize money for women and men
- **2023**: enhanced visibility and a dedicated live coverage team for women
- **2023**: launch of the 'Children Welcome' policy
- **2025**: implementation of new initiatives to support and encourage female participation at HOKA UTMB Mont-Blanc

Learn more about HOKA UTMB Mont-Blanc's commitment to supporting women in trail running:

<https://montblanc.utmb.world/celebrating-women>

RESULTS OF THE DAY

ETC 2025 Results

Top 3 Men

1. Alain SANTAMARIA BLANCO (ESP, UTMB Index 893) – 1:21:07
2. Cesare MAESTRI (ITA, UTMB Index 904) – 1:22:23
3. Maximilien DRION (BEL, UTMB Index 864) – 1:23:36

Top 3 Women

1. Madalina FLOREA (ROU, UTMB Index 786) – 1:30:55
2. Maria FUENTES (ESP, UTMB Index 747) – 1:37:18
3. Naomi LANG (GBR, UTMB Index 790) – 1:38:17



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ALL RESULTS OF THE DAY

WHERE AND HOW TO FOLLOW THE HOKA UTMB MONT-BLANC 2025

From 25–31 August, the Mont-Blanc Valley will be the stage for an exceptional week of trail running, where fans and newcomers alike can follow – free of charge – the exploits of elite athletes and hundreds of runners pushing their limits. Whether in Chamonix or following remotely, everyone can experience the intensity of the races, the beauty of the Alpine landscapes, and the unique atmosphere of the event through live coverage and on-site activities.

- **Live**: from Thursday 28 August, 07:45 (CEST) – expect more than 70 hours of **UTMB Live streaming** (live.utmb.world), with the OCC, CCC® and UTMB® finals broadcast in five languages, featuring expert commentary and spectacular footage (drones, on-board cameras, LiveCam).
- **Online & social media**: follow [real-time rankings](#), LiveTrail® stats, interviews, behind-the-scenes insights, and highlights shared across the official [HOKA UTMB Mont-Blanc](#) and [UTMB World Series](#) platforms.
- **On-site**: soak up the unique Chamonix atmosphere with the [Fan Experience](#) at the heart of the Ultra-Trail® Village (talk shows, entertainment, watch parties, athlete meet-ups), alongside festive activities throughout the valley and host villages.

WEDNESDAY 27 AUGUST 2025 – HIGHLIGHTS

- 11:00 – YCC The Revenge start, Chamonix
- 14:00 – Mini UTMB start, Chamonix

NEWS ACCESS

*News Access will be available at later hour tonight.

PHOTO LIBRARY

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PRESS KIT

A dedicated WhatsApp group for accredited media covering the HOKA UTMB Mont-Blanc 2025 is available [here](#).

Images

UTMB World Series images can be downloaded [here](#).

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Note to editors

About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 50 events in 28 countries. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTrail® technology, an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself, fair-play, respect for people and the environment, and solidarity. Find out more at <https://utmb.world>.

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