

News for immediate release – 12th June 2025

Peak Retreats launches the Epic 21 cycling challenge

Award-winning French Alps specialist, Peak Retreats, has launched a new road cycling challenge, The Epic 21, for keen amateur cyclists looking for a bucket-list challenge. This new cycling challenge will take place in legendary Alpe d'Huez in Isère from 6 to 11 June 2026. The challenge will bring together a group of keen road cyclists to cycle the mythical 21 hairpin bend ascent to France's cycling capital, Alpe d'Huez - 2, 3, 4, 5 or even 6 times. Three ascents would represent a huge challenge for most regular road cyclists and a milestone moment for those achieving this. Those used to ultra events, who complete 8 climbs will have 'Everested' the challenge, that is made the same total elevation gain as the height of Mount Everest – 8,848m.

"The challenge is designed to be modular," explains Xavier Schouller, founder of Peak Retreats and a keen road cyclist, who will be hosting the trip along with another of the Peak Retreats' Directors, "Completing the ascent twice is already a massive achievement, more experienced riders may want to try for three or four ascents, whereas others may have their minds set on the kudos of having Everested the challenge. We are there to encourage everyone to push themselves to their limits and celebrate their achievements in this epic setting."

The challenge will be the culmination of a five-night trip, which will give riders the chance to acclimatise by enjoying some of the other legendary road rides, climbs and itineraries in this amazing location before taking on the ultimate challenge of The Epic 21. The Oisans part of Isère is renowned for its challenging cycling with routes that have gained fame through the Tour de France from mythical cols such as the Col de la Croix de Fer and the Col du Glandon, to other itineraries around Bourg d'Oisans. There are also two other different and incredibly scenic routes up to Alpe d'Huez including via the Col de Sarenne.

Those joining the group will be able to choose whether to drive down to the Alps for the challenge, taking their own kit and bike, or fly with their bike, booking suggested scheduled flights which will be met by a private transfer to take the group to Alpe d'Huez. If participants aren't bringing their own bikes, then cycle hire can be arranged, including proper road e-bikes.

Accommodation in Alpe d'Huez will be in 5-star apartments with superb facilities including indoor pool, sauna, steam room and hot tub. Included is a continental breakfast each morning and an organised group dinner each evening, including a prize-giving dinner after The Epic 21 challenge.

The Epic 21 challenge ascent in numbers:

21 hairpin bends

8% average gradient

13.8km total length and one of the few HC Cols

The trip costs from £674pp for 5 nights including transfer from Lyon (if arriving on suggested flights), shared accommodation with private bedroom and bathroom, continental breakfasts, five 3-course dinners, suggested itineraries, the challenge, a cycling jersey and prize giving.

Those looking for a big challenge for 2026 can find out more about Peak Retreats' Epic 21 Alpe d'Huez cycling challenge on a [dedicated page](#), or call the friendly Peak Retreats team on 023 9283 9310 to reserve one of the limited places on this unique trip.

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Editor's notes:

Peak Retreats (peakretreats.co.uk; 023 9283 9310) is an award-winning French Alps specialist offering accommodation for summer and winter holidays in over 70 mountain resorts, traditional and high altitude, chosen for their charm, easy access to great skiing and activities, and superb amenities. Peak Retreats is a member of ABTA. With a passionate UK-based team, who provide authentic personal service tailored to each customers' needs, Peak Retreats has had loyal clients since its inception in 2002.

For more information, images or enquiries, email nicola@peakretreats.com or call 023 9283 6583. Peak Retreats is on [Facebook](#) and [Instagram](#).