



Giro Bello 2025

New Look



Results

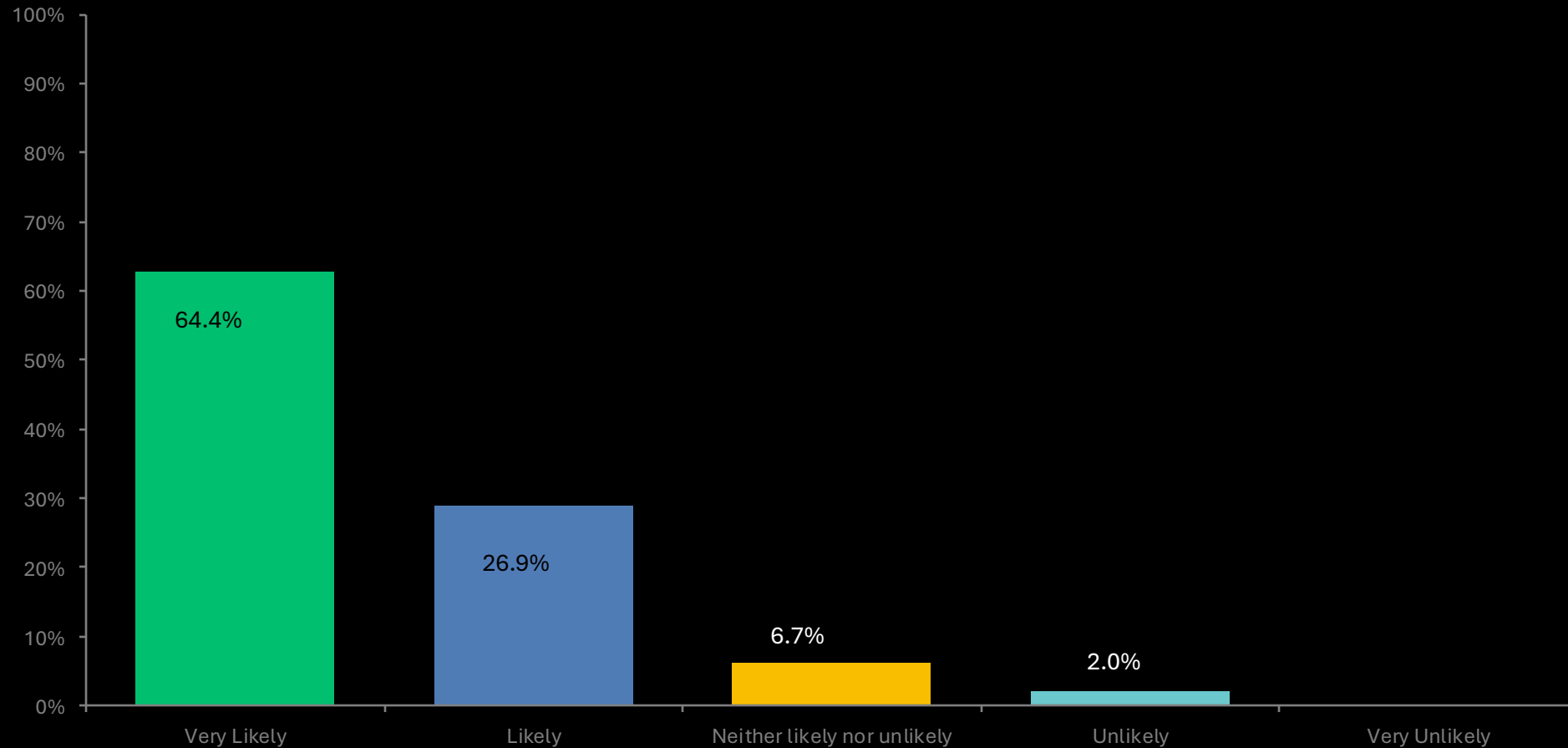
- **Financial**
 - Raised about \$40,000 vs \$60,000
- **Registration** Below Last year -- 555 vs 630
 - New Date to accommodate Int'l Convention
 - No Early Bird Pricing – need to revisit
 - Denotations – about doubled
- **Sponsorships** – down significantly
- **Volunteers** – remained challenging

BUT

The Riders Loved It

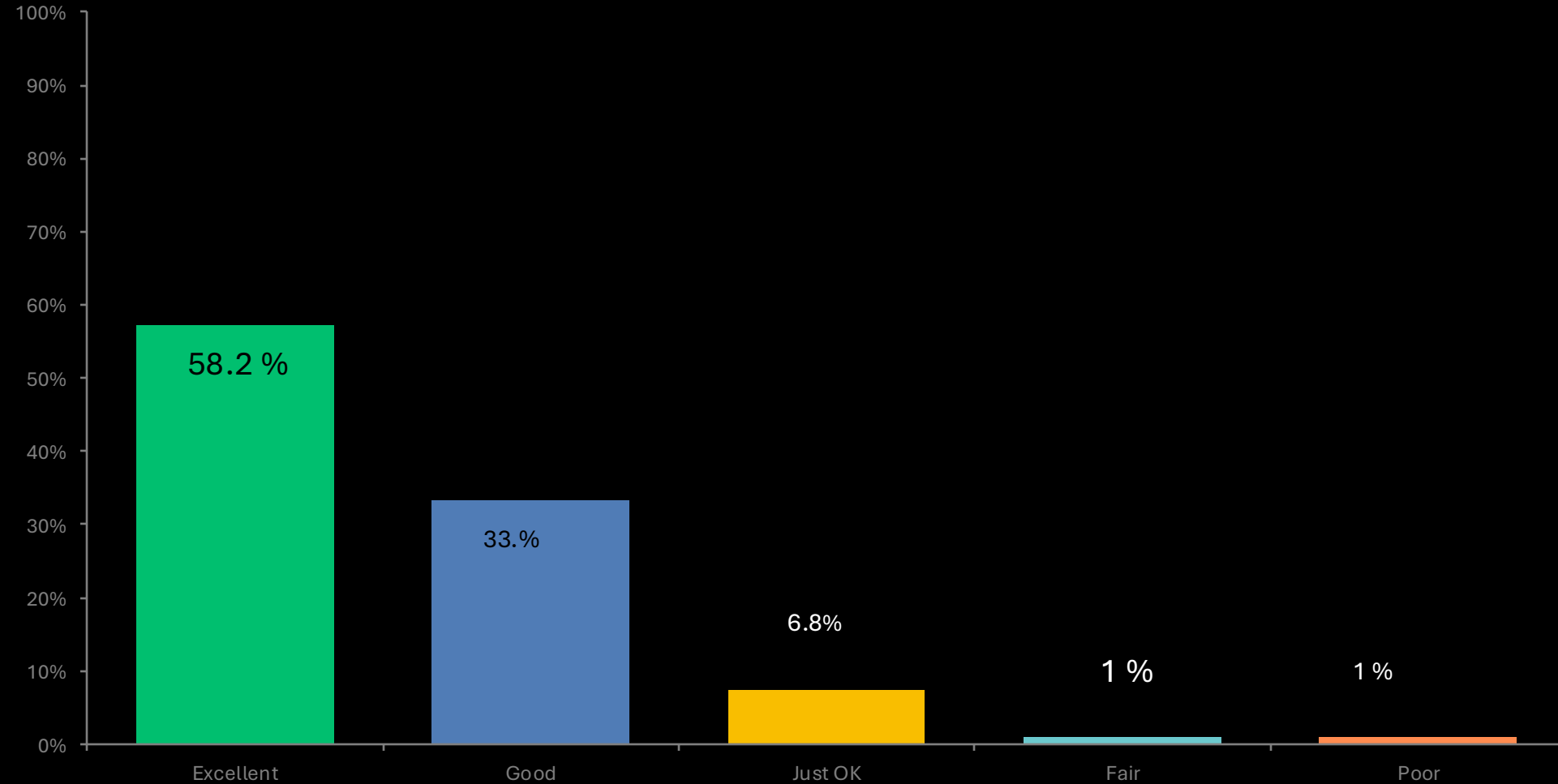
Q1: Based on your experience, how likely are you to recommend the Giro Bello to another rider?

- Answered: 104 Skipped: 0



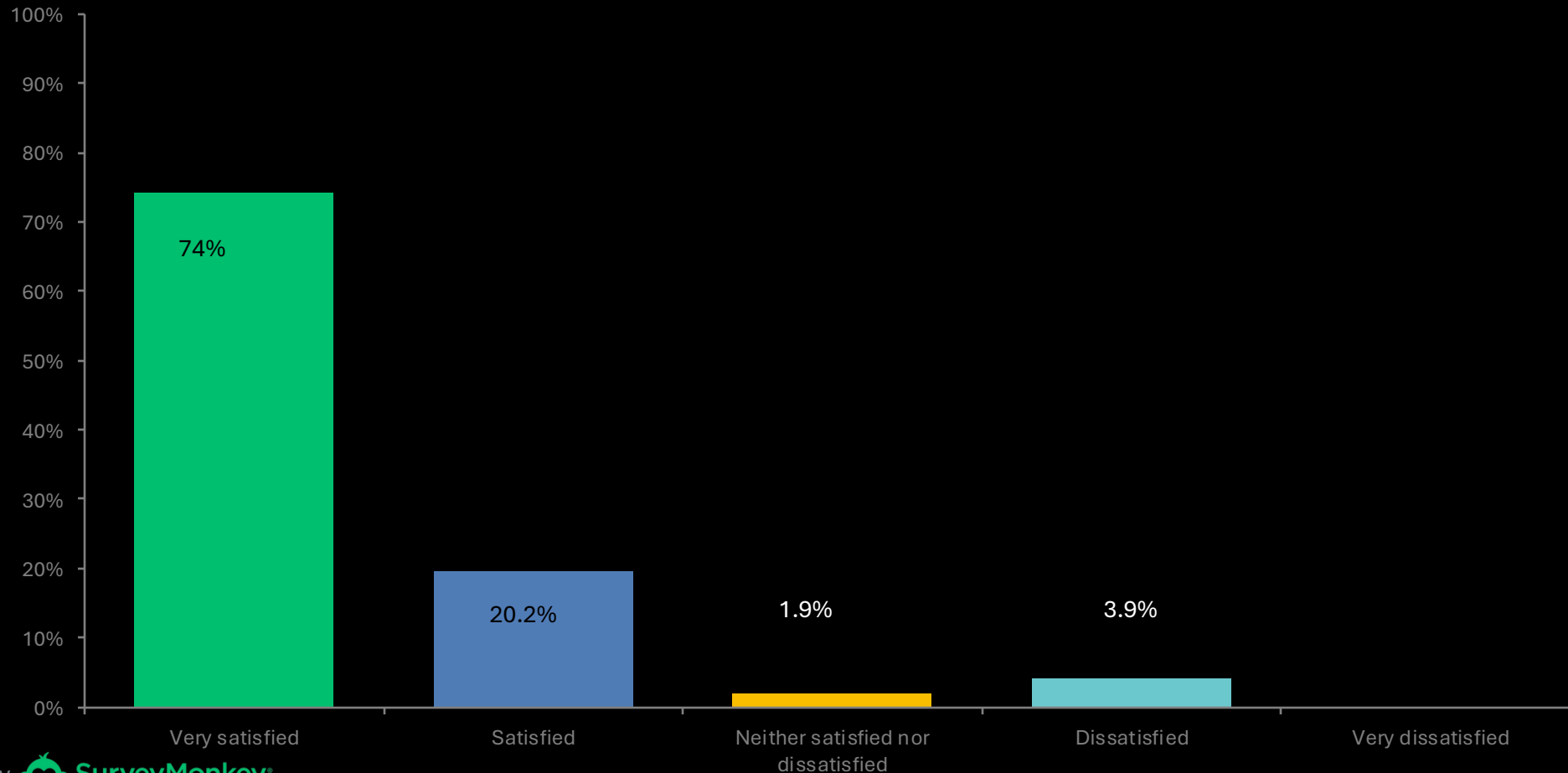
Q2: How would you rate the pre-ride communication.

- Answered: 103 Skipped: 1



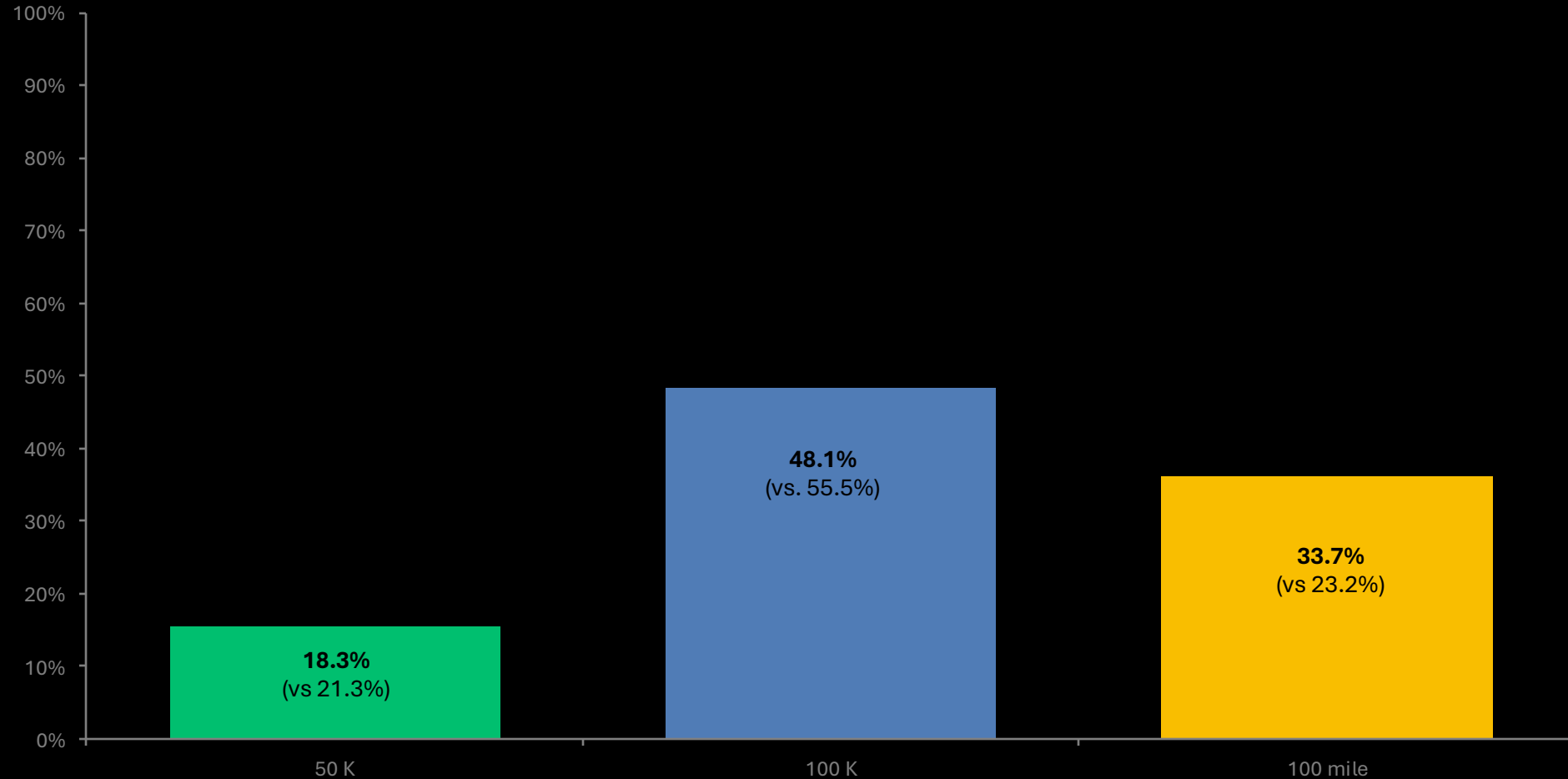
Q3: How satisfied were you with the registration process?

- Answered: 104 Skipped: 0



Q4: Which route did you ride?

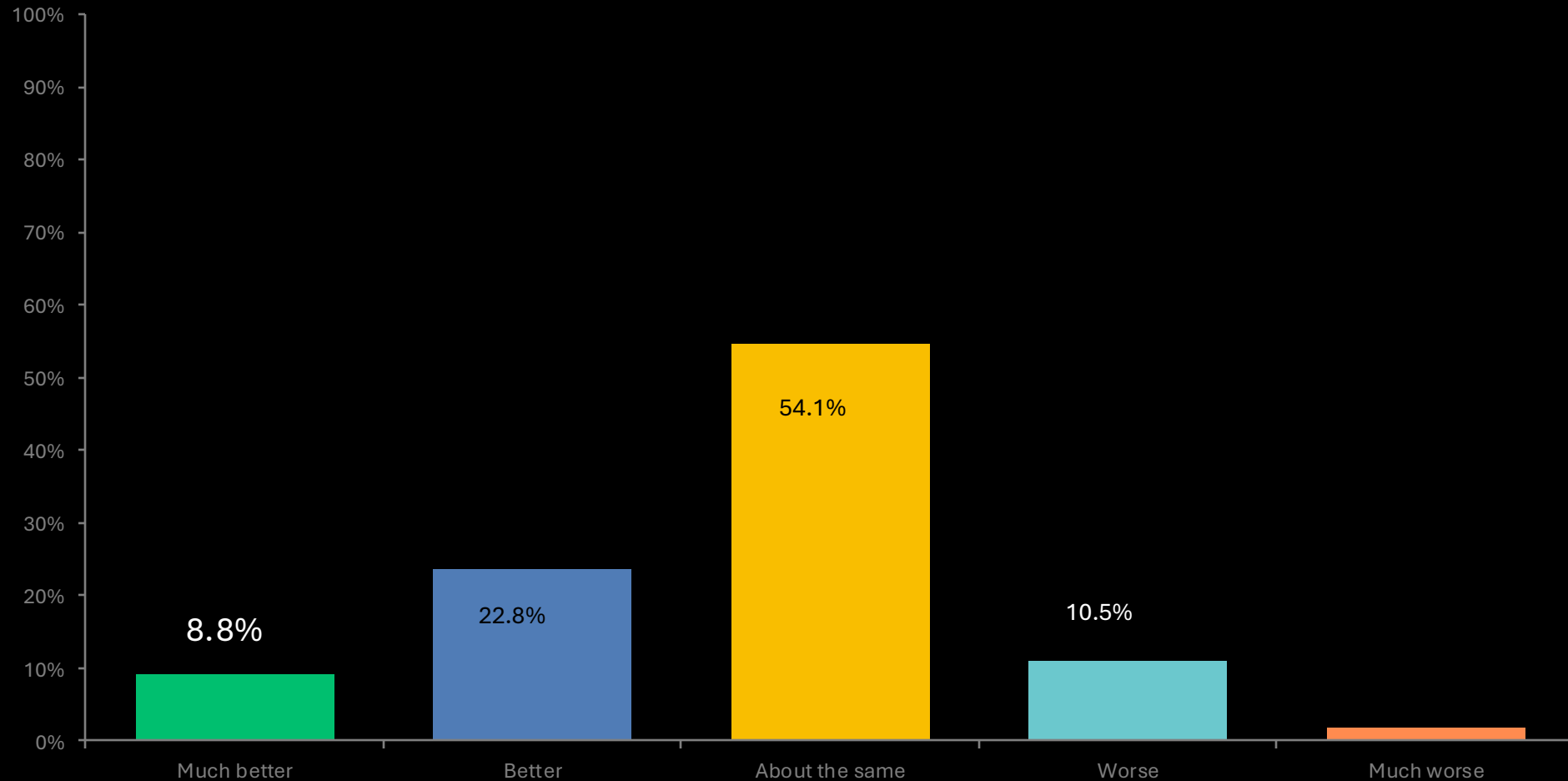
Answered: 104 Skipped: 0



- **100 milers were overrepresented in the responses. Both other groups were underrepresented.**

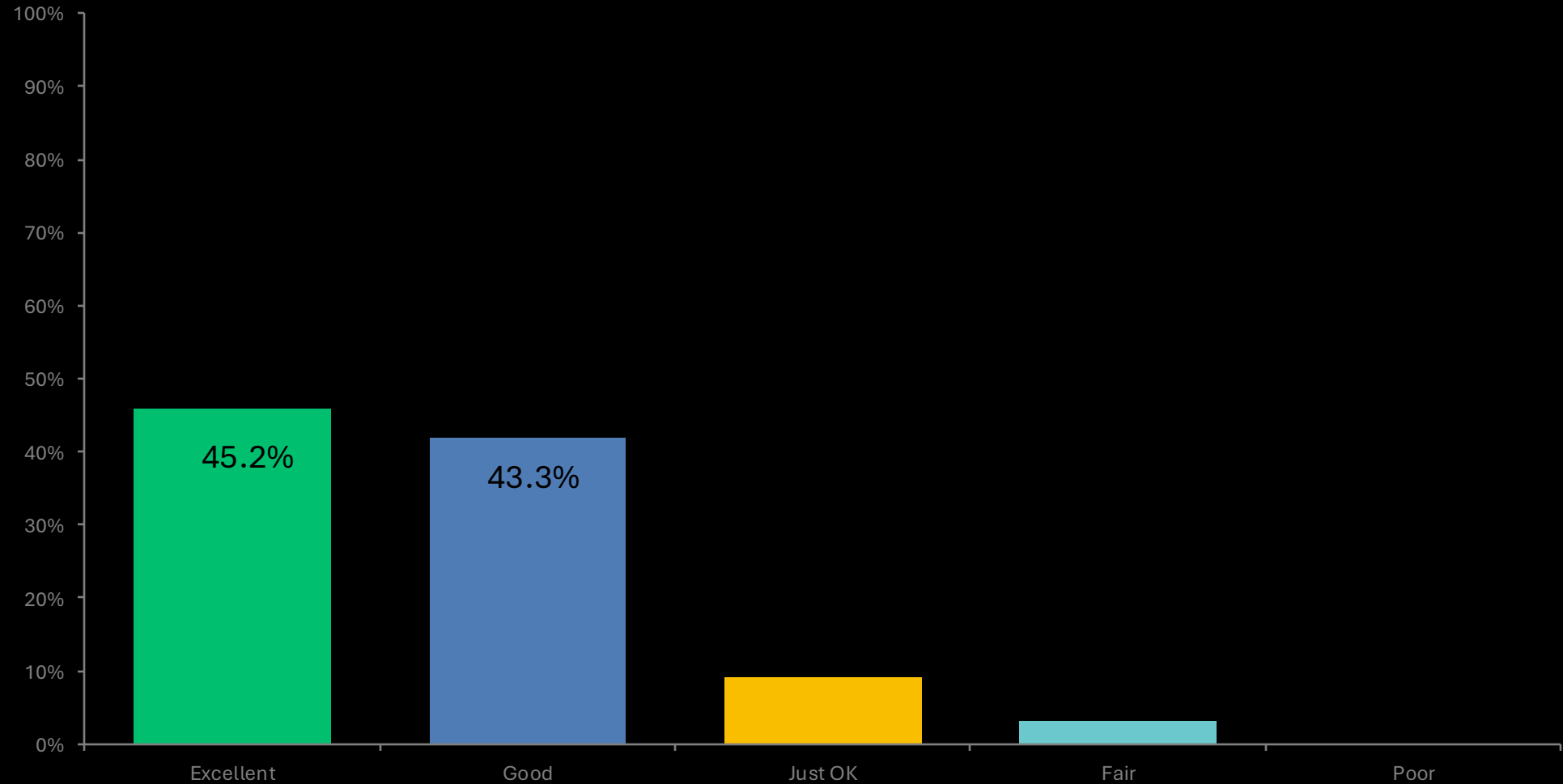
Q5: How did the new routes compare with last year's?

• Answered: 57 Skipped: 47



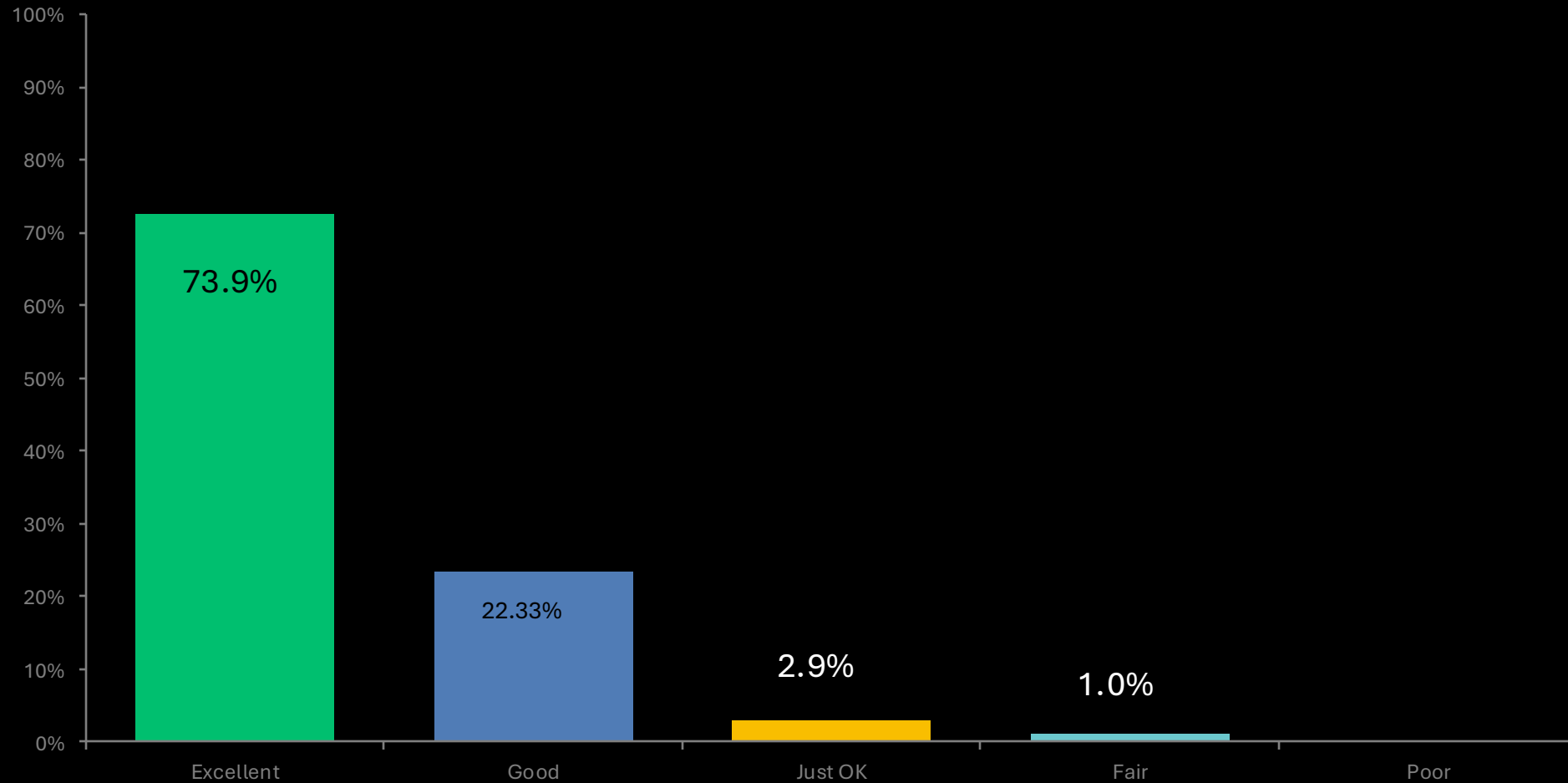
Q6: How would you rate the course markings and signage?

• Answered: 104 Skipped: 0



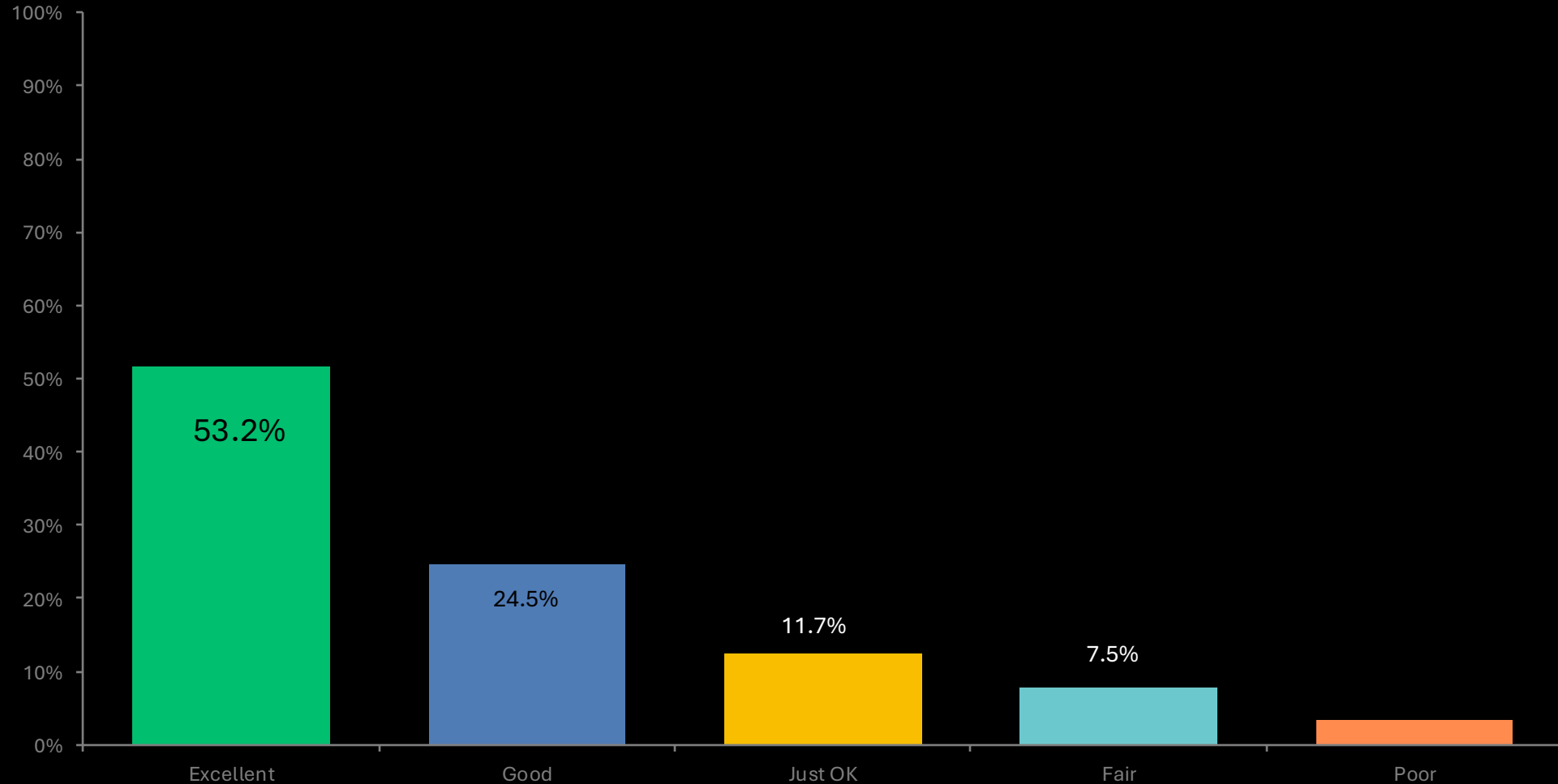
Q7: How would you rate the rest stop amenities, service and food?

- Answered: 103 Skipped: 1



Q8: How would you rate the after-ride meal?

- Answered: 94 Skipped: 10



Q9 What was the best thing about the 2025 Giro Bello?

weather people good Beautiful scenery rides Healdsburg riders nice ride year
volunteers well route scenery rest stops excellent roads really great
location support weather perfect beautiful

Q10 What was the worst thing?

one busy roads year great bad food water riders ride traffic road rest stops route Nothing
crossing century start left turns riding end

Comments

1. Overall a good experience, nice route and well-supported ride.
2. We're usually out of town in July so I think this was the first time we attended. it was a GREAT ride!
3. While we do a lot of rides through the Sonoma County countryside, doing the routes in reverse was a nice changeup. Likewise the variations on the routes I'm more familiar with (the alternate climb to Occidental, going to Freestone - nice changes).
4. I'll be back next year.
5. Beautiful course & route; excellent rest stop support
6. The combination of route, support and spirit make this a must in the century circuit in Norcal.
7. Crowded space with Wine Country Century and Tour de Fuzz. I think Giro Bello could benefit from a distinguishing feature (WCC has a flat, fast route; TdF has the Rockpile Rd challenge).
8. Would not recommend if route continues crossing River Rd w/o traffic control by CHP or route marshal.
9. The route is too similar to other rides. It's a good route, but it's got to be hurting turnout. I don't think there's a ride in Petaluma anymore. Why not look at doing the old Backroads route?