

Europe's Trail Race Price Study 2026: How Much Does It Really Cost to Run a Trail Race in Europe?

3rd Annual Edition; August 2026

Trail running isn't equal. And neither are the prices.

A 100K trail race can cost €40 or €276.

A marathon can cost €23 or €195.

Same broad distance. Very different price.

And while some runners are happy to pay a premium price for a major international event, others would rather spend that money travelling to another race, staying longer and discovering a new trail.

So, how much does it actually cost to run a trail race in Europe?

For the third edition of our Europe Trail Race Price Study, TrailRunAdvisor analysed the entry fees of more than 200 races across 11 European countries, ranging from local and independent events to some of the continent's best-known trail races, including Marathon du Mont-Blanc, MIUT, Maxi Race, EcoTrail Paris, Transgrancanaria, Transvulcania, Lavaredo Ultra Trail, Tor des Géants, Swiss Alps 100 and many more. We then put these races alongside UTMB® World Series races in Europe.

This year, we've also added 100-mile races to the comparison.

And the results are striking.

Full data tables for every figure in this article are in the Appendix at the end.

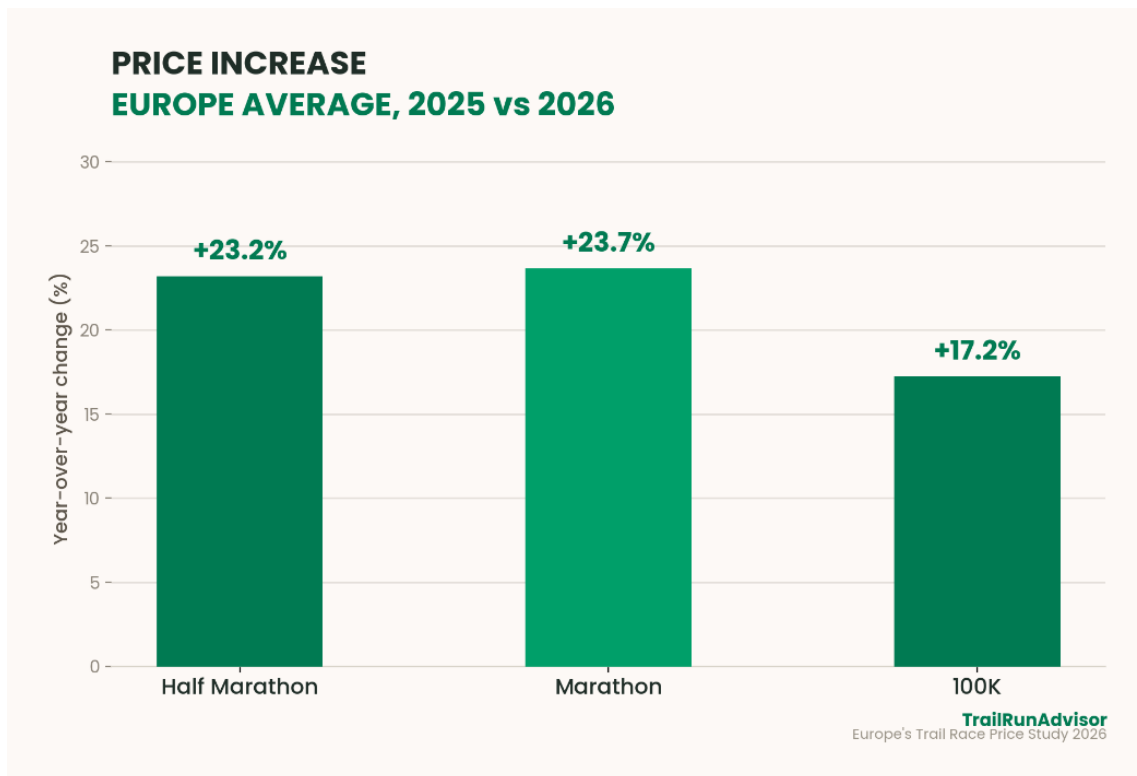
The Figures at a Glance

- **200+ races analysed** across **11 countries**, plus the full UTMB® World Series races in Europe - our 3rd consecutive year running this study.
- **Prices are up ~20% year-over-year** on average: +23% for half marathons, +24% for marathons, +17% for 100Ks.
- **Portugal** has the cheapest average prices for half marathons (€25) and marathons (€40) distances in Europe. **Poland** now has the cheapest average prices for 100Ks (€76) and 100-milers (€115).
- **Switzerland** is the most expensive country overall

- **UTMB® branded races cost 20% to 77% more** than the European average, depending on distance.
- A 100K can cost anywhere from **€40 to €276** - nearly 7x more for the same broad distance. And a marathon can cost from **€23 to €195**, almost 9x more for the same distance.

The Big Finding: Trail Race Prices Are Rising

The first thing that stands out in the 2026 study is how much entry fees have increased compared with last year's analysis.



While the increase varies by distance, the overall picture is clear: **trail race entry fees are becoming more expensive.**

The marathon category saw the largest increase, with the average entry fee rising by almost 24% in just one year.

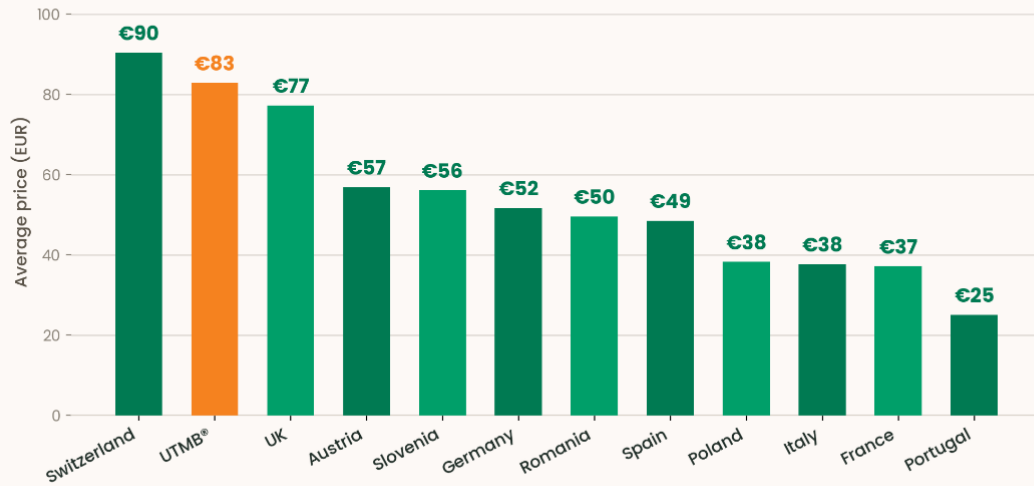
For a sport built around nature, adventure and accessibility, it raises an interesting question: **at what point does the price of a race become part of the decision about whether to run it?**

How Much Does a Trail Race Cost in Europe?

There is no single European price for trail running. Where you race can make a huge difference.

■ UTMB® World Series

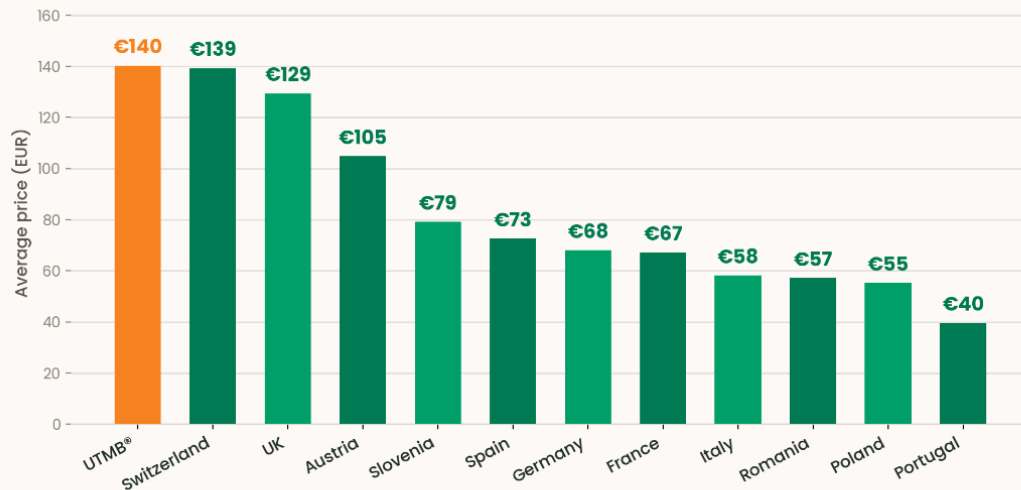
AVERAGE PRICE PER RACE HALF MARATHON DISTANCES



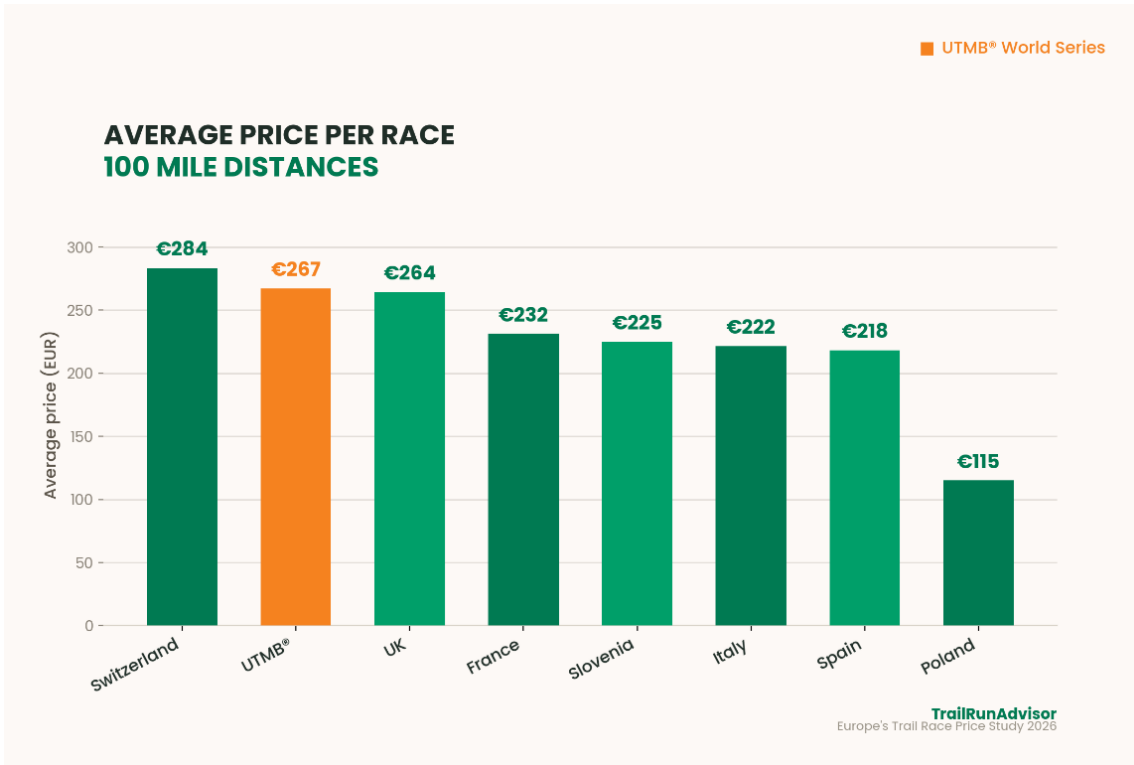
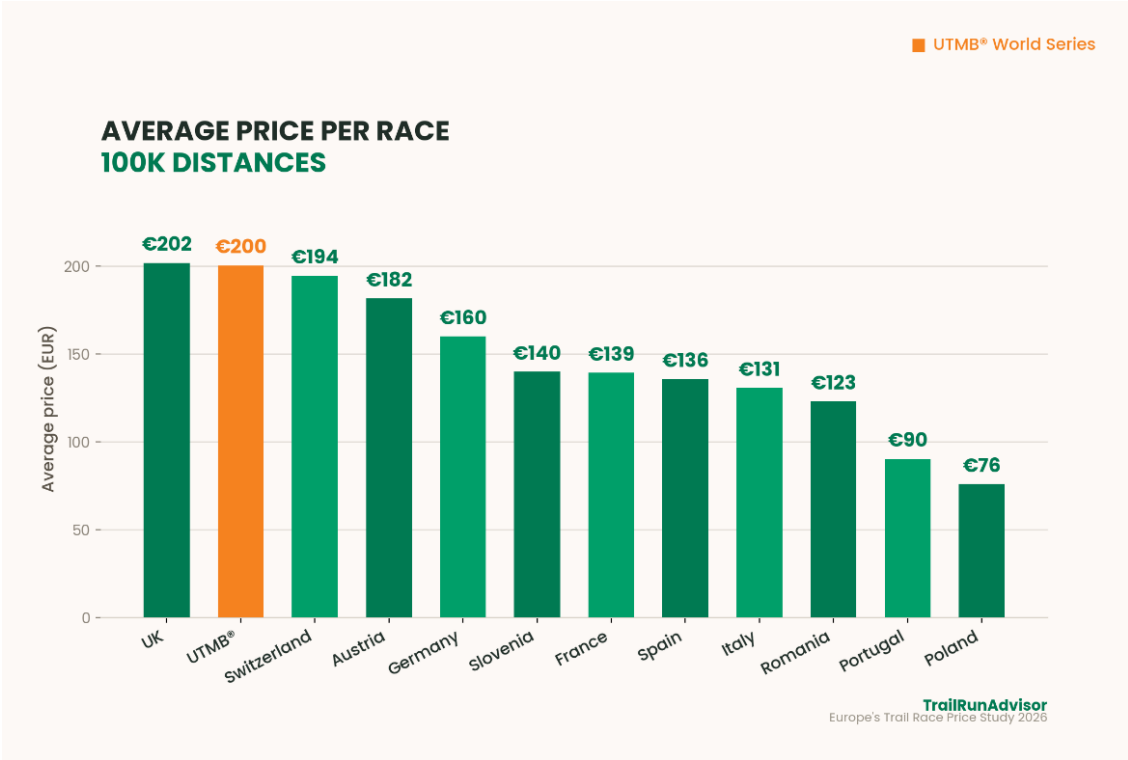
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■ UTMB® World Series

AVERAGE PRICE PER RACE MARATHON DISTANCES



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Portugal remains one of Europe's best-value destinations

Portugal has the lowest average entry fee in our sample for both the half marathon and marathon categories, and some of the cheapest 100k and even longer distances.

A Portuguese marathon costs **€40 on average**, compared with €139 in Switzerland - more than three times as much.

For runners looking for an affordable trail-running trip, Portugal continues to stand out.

But for 100K distances, on average **Poland takes the 100K value crown, with an average** entry fee of just **€76** - almost half the European average of €143.

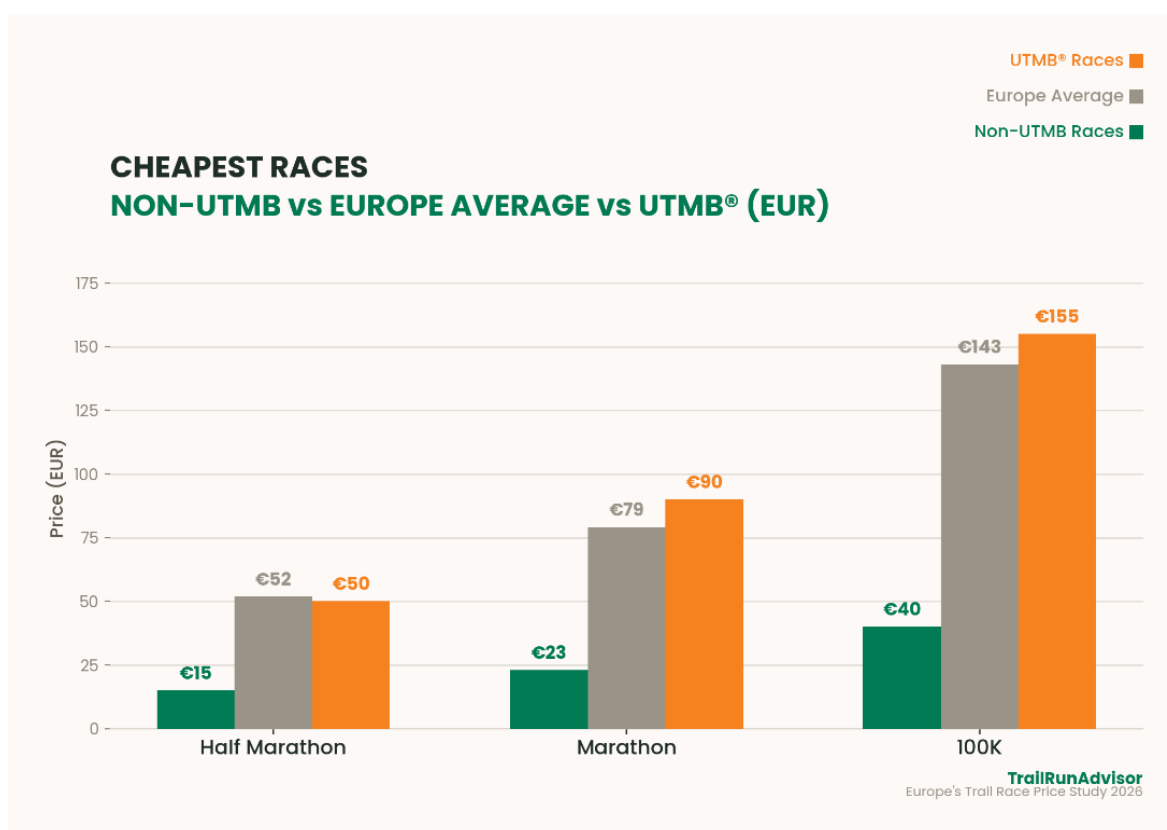
Portugal comes next, with an average at €90, while Romania averages €123.

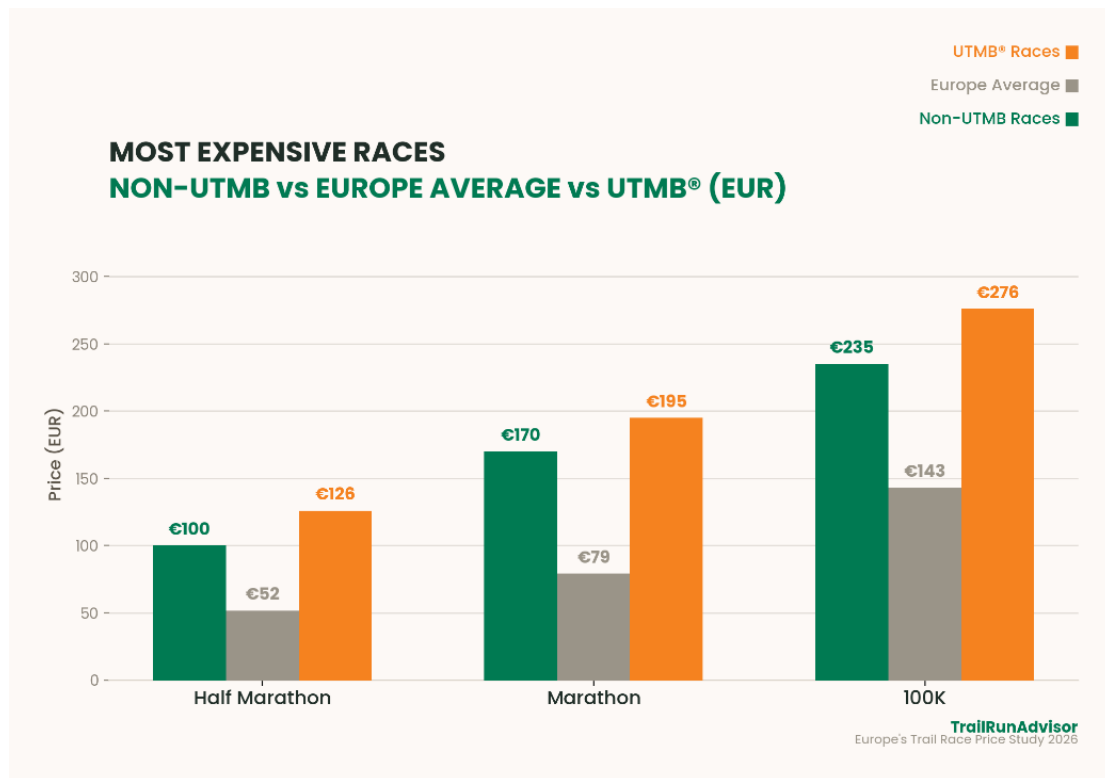
At the other end of the scale, the average 100K entry fee reaches **€202 in the UK and €195 in Switzerland**. The difference is substantial.

Full country-by-country figures for all four distances are in Table 1 in the Appendix.

The Extreme End: From €40 to €276 for a 100K

This is perhaps the number that best illustrates how different trail racing can be.





In our 2026 sample, the cheapest non-UTMB 100K costs **€40**. The most expensive non-UTMB 100K costs **€235**. And among the UTMB World Series races analysed, the most expensive 100K reaches **€276**.

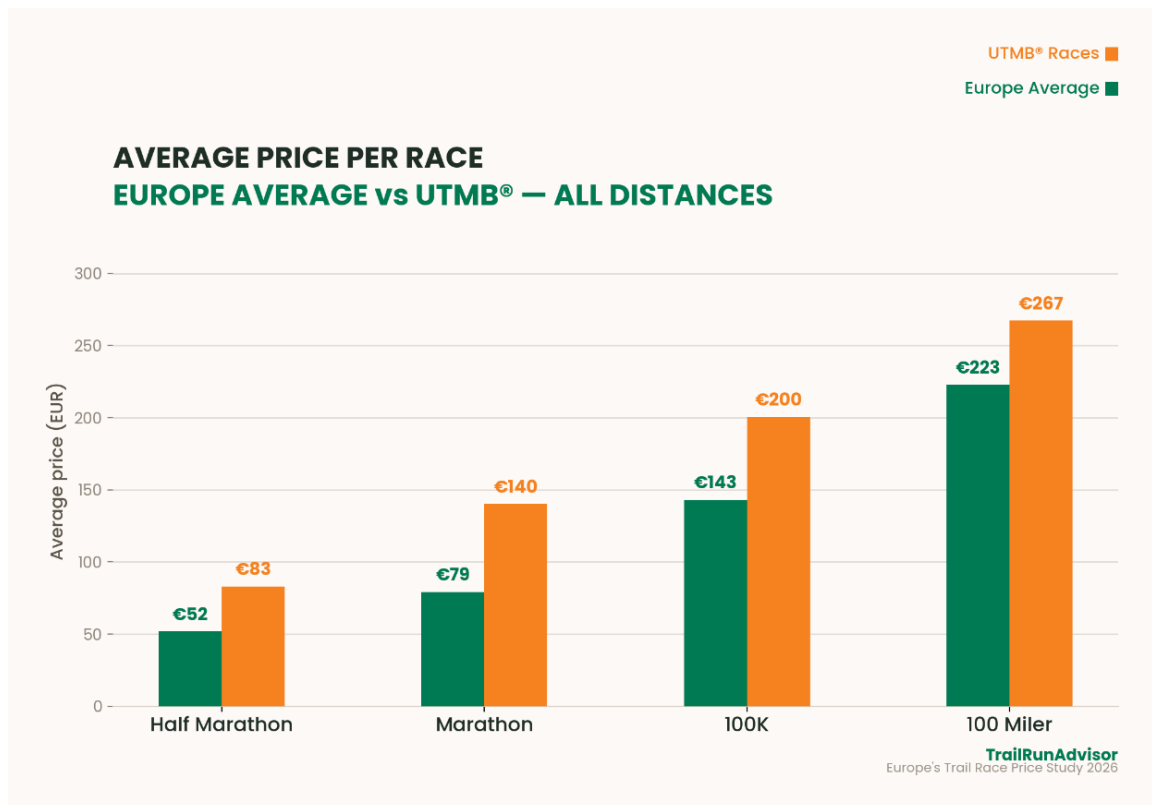
That means a runner could potentially pay almost **seven times more** for a 100K depending on which event they choose; and almost **nine times more** for a marathon distance.

Same broad distance. Very different price. And that's before considering travel, accommodation, transport and other race-related expenses.

Full extreme values by distance are in Table A2 in the Appendix.

What About UTMB World Series Races?

This is where the comparison becomes particularly interesting. UTMB® World Series races continue to command a significant premium over the average European trail race.



The difference is particularly pronounced at marathon distance. The average UTMB World Series marathon in our sample costs **€140**, compared with **€79** for the European sample excluding UTMB races - a premium of almost **77%**.

At 100K, the difference is smaller but still substantial: **€200** versus **€143**. And for 100 miles, the gap narrows to around **20%**.

Exact premium percentages by distance are in Table A3 in the Appendix.

But What Are You Actually Paying For?

This is where the numbers become more interesting than simply identifying the cheapest and most expensive races.

A higher entry fee does not necessarily mean a worse-value race. A major international event may offer:

- a highly developed race organisation
- extensive aid stations
- road closures and logistics
- large volunteer teams
- live tracking and timing
- significant medical infrastructure

- iconic locations
- international recognition
- a large community atmosphere
- qualification or ranking opportunities
- the prestige of being part of a globally recognised series

And for some runners, those things are absolutely worth paying for. For others, they aren't.

A €40 local 100K may offer something completely different: fewer runners, a more intimate atmosphere, a spectacular route, and the feeling of discovering somewhere new.

Neither experience is necessarily "better." They're simply different.

Is the Trail Itself Becoming Less Important Than the Brand?

This is perhaps the most interesting question raised by the data.

Trail running has traditionally been about the mountains, the challenge, the community and the experience. But the sport has also become increasingly commercialised. There are now major international circuits, famous race brands, qualification systems, rankings, and events that attract thousands of runners from around the world.

And that creates a new question for runners: **how much of the price are you paying for the trail - and how much are you paying for the brand?**

The data doesn't answer that question. And it shouldn't. TrailRunAdvisor isn't here to tell runners which races they should or shouldn't enter. But we think runners should have the information to make that decision for themselves.

Because if you know that one 100K costs €40 and another costs €276, you might reasonably ask what you're getting for the additional €236.

For some runners, the answer will be obvious. For others, it won't.

And that's exactly the conversation we want to start.

What About 100 Miles?

For the first time, this year's study also looks at 100-mile trail races.

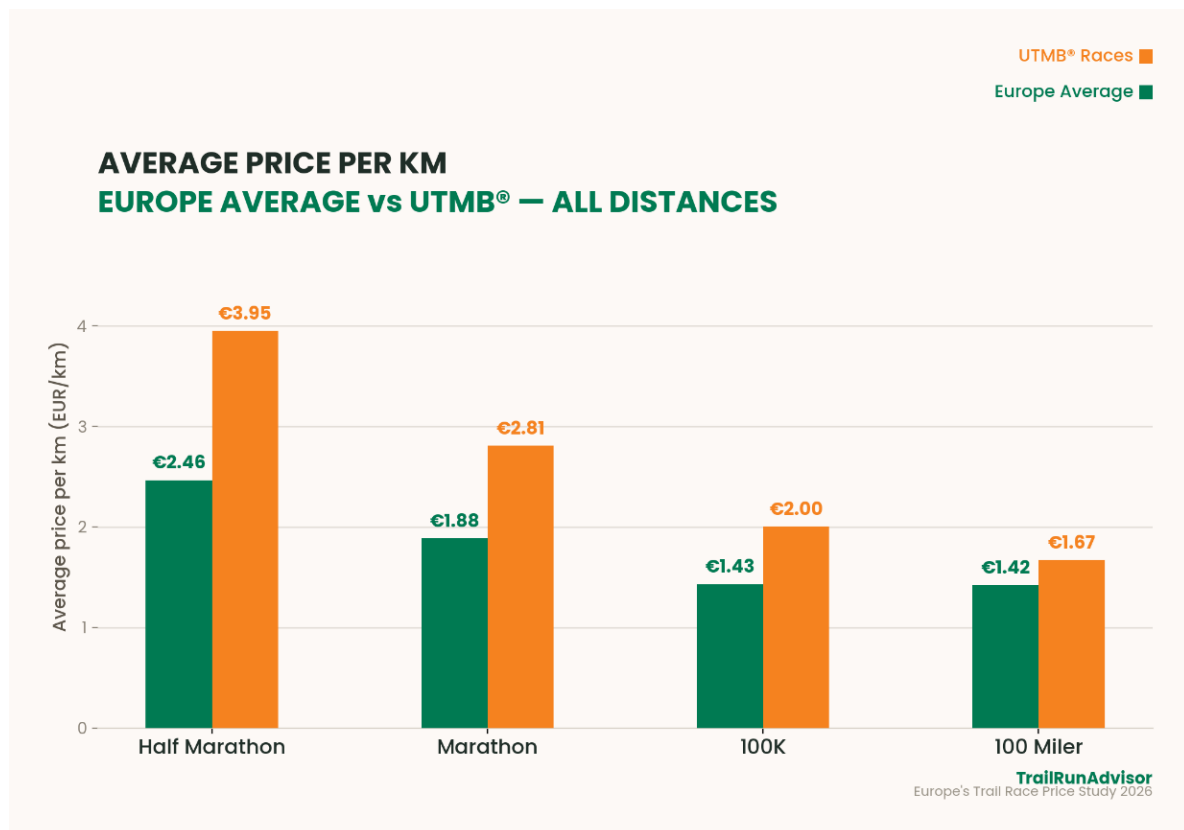
The European average in our sample is **€223**. The UTMB World Series average is **€267**.

Country averages range from **€115 in Poland** up to **€284 in Switzerland** — with Spain, Italy, Slovenia and France falling in between.

The 100-mile category also highlights something important about price-per-kilometre: longer races don't necessarily become proportionally more expensive. In fact, in several countries, the cost per kilometre falls substantially as the distance increases. This is one reason why simply looking at the registration fee doesn't tell the whole story.

What Does €1 Per Kilometre Actually Get You?

Another way of looking at race prices is to calculate the approximate entry cost per kilometre.



The longer the race, the lower the average entry price per kilometre becomes. But again, there are huge differences between countries. For 100K races, for example:

- **Portugal: ~€0.90/km**
- **Poland: ~€0.76/km**
- **Switzerland: ~€1.95/km**
- **UK: ~€2.02/km**

That means the choice of destination can have a major impact on the economics of an ultra.

Full price-per-km figures are in Table A4 in the Appendix.

So, Is an Expensive Trail Race Worth It?

There is no universal answer.

Some runners will happily pay €200+ to experience a famous race in the Alps, run alongside thousands of other competitors, and be part of a globally recognised event.

Others will look at the same price and think: **"I could run three races for that."**

Both are perfectly legitimate approaches to trail running. And perhaps that's the real lesson from this year's study.

Trail running isn't equal. Not in terrain. Not in difficulty. Not in atmosphere. And certainly not in price.

The important thing is knowing what you're paying for - and deciding whether it's worth it **to you**.

Final Thoughts

Trail running has never offered more choice. From small local races to huge international events, from €40 ultras to €200+ mountain races, runners have an enormous range of experiences to choose from.

So before signing up, perhaps the question isn't simply: **"Can I afford this race?"**

It's: **"Is this race worth what they're asking me to pay?"**

That's a question every runner can answer differently.

What do you think? Would you pay €200+ for a major branded trail race, or would you rather run several smaller races for the same money? We'd love to hear about races you think deserve a spot in next year's study.

Frequently Asked Questions

How much does it cost to enter a trail race in Europe? In 2026, the European average entry fee (excluding UTMB races) is around €52 for a half marathon—distance trail race, €79 for a marathon-distance race, €143 for a 100K, and €223 for a 100-mile race.

Is UTMB more expensive than other trail races? Yes. Across our 2026 dataset, UTMB® World Series races cost 20% to 77% more than the European average at the same distance, with the premium largest at shorter distances and smallest at 100 miles.

Which European country has the cheapest trail races on average ? Portugal has the cheapest average price registrations for half marathon and marathon - distance races. Poland now has the cheapest average price for 100K and 100-mile races.

Which European country has the most expensive trail races? Switzerland is the most expensive country overall. The UK is the 2nd most expensive country, on average.

Appendix: Full Data Tables

Every figure behind the charts above, for reference and citation.

Table A1: Average Entry Price by Country, 2026 (in Euros)

Country	Half Marathon	Marathon	100K	100 Miler
Switzerland	€90	€139	€195	€284
UK	€77	€129	€202	€265
Austria	€57	€105	€182	—
Germany	€52	€68	€160	—
Slovenia	€56	€79	€140	€225
Spain	€49	€73	€136	€218
France	€37	€67	€139	€232
Romania	€50	€57	€123	—
Italy	€38	€58	€131	€222
Poland	€38	€55	€76	€115
Portugal	€25	€40	€90	—
UTMB® Races	€83	€140	€200	€267

Some countries don't yet have enough 100-mile races in our sample to report a reliable average — marked "—" above. 100-mile averages are based on the countries represented in that sample; European averages exclude UTMB World Series races.

Table A2: Notable Extremes

	Half Marathon	Marathon	100K
Cheapest non-UTMB race	€15	€23	€40
Cheapest UTMB race	€50	€90	€155
Priciest non-UTMB race	€100	€170	€235
Priciest UTMB race	€126	€195	€276

Table A3: UTMB vs Europe Average by Distance

Distance	Europe Average	UTMB® Races	Difference
Half Marathon	€52	€83	+60%
Marathon	€79	€140	+77%
100K	€143	€200	+40%
100 Miler	€223	€267	+20%

Table A4: Average Price Per Kilometre

Distance	Average Entry Fee	Approx. price/km
Half Marathon	€52	€2.46/km
Marathon	€79	€1.88/km
100K	€143	€1.43/km
100 Miler	€223	€1.42/km

Selected 100K price-per-km by country: Portugal ~€0.90/km, Poland ~€0.76/km, Switzerland ~€1.95/km, UK ~€2.02/km.

Methodology

For consistency with previous editions, TrailRunAdvisor standardised the analysis around three main race categories:

- **Half marathon-type:** 17- 25 km
- **Marathon-type:** 35–50 km
- **100K-type:** 85–120 km

The 2026 edition adds **100-mile races** to the analysis.

Prices refer to the standard race entry fee and exclude travel, accommodation and other expenses unless otherwise stated. Where races offered different entry prices depending on the registration period, we used the average entry price.

The European comparison excludes UTMB® World Series races from the European averages. UTMB® World Series races are then analysed separately to allow a direct comparison with the wider European sample.

The study covers more than 200 races across 11 European countries, plus UTMB® World Series races in Europe.

Data and analysis by TrailRunAdvisor. Questions about the methodology, or want a race added to next year's study? Get in touch - we'd love to hear from you.