

The first Genghis Khan MTB Adventure took place in 2007, with the Grassland Marathon having its inaugural edition one year later in 2008. Since then, the unique Inner Mongolian grassland event in Xiwuqi has quickly established itself as a popular annual tradition for bikers, runners, adventurers and other alternative culture lovers.

A significant and successful re-design of the competition in 2012 led to record participant numbers and higher media coverage, particularly for the Grassland Marathon. This successful trend accelerated even more in the following years with participation records being broken continuously. Today, the event is used to being sold out weeks before. The 11th anniversary edition of the Genghis Khan Festival will take place between 7 and 9 July 2017, with the running competition traditionally in the morning of the second day (8 July). After 1800 spots sold out early for the 2015 and 2016 events, participants and companies interested in sponsoring are recommended to register and/or approach us as soon as possible via [registration@nordicways.com](mailto:registration@nordicways.com) or [fan.kesi@nordicways.com](mailto:fan.kesi@nordicways.com).

