



## TOUR DE YORKSHIRE BOOSTS ECONOMY BY £64 MILLION

The 2017 Tour de Yorkshire boosted the economy by almost £64 MILLION, independent research shows today.

The race weekend from 28-30 April saw a record 2.2 million spectators line the route and spend 8% more than last year.

Accommodation spend was UP 6.5% year on year and non-accommodation items such as food and drink, souvenirs and transport was UP by 9%.

The race was televised in 180 countries and watched by some 9.7 million global TV viewers across Eurosport and ITV4. 34 global broadcasters covered the action, UP from 22 in 2016 and there were over 140 hours of TV coverage shown, UP 178% on 2015 according to an independent survey by Nielson Sport 2017.

The economic impact study, carried out by Leeds Beckett University, showed that the majority of spectators were from Yorkshire (86%) while 14% from elsewhere in the UK and abroad.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: "This is marvellous news for Yorkshire and the public support this year was truly overwhelming.

"Since we launched the race in 2015 it has grown year on year and is now regarded as one of the biggest and best supported races in the sport.

"People have really taken the Tour de Yorkshire to their hearts and we're working hard to get it extended to four days in 2018 so we can bring it to more parts of the county and generate even greater benefits."

This year's race attracted a stellar field and Welcome to Yorkshire are confident of enticing more big names for the next two editions as the world's best riders look to visit the county in preparation for the 2019 UCI Road World Championships.

The word is already out on the unprecedented reception the riders receive when they compete in Yorkshire, and 2017 winner Serge Pauwels said: "I've cycled all around the world and my favourite three crowds are for the Classics in Belgium, those in the Basque Country, and here in Yorkshire.

"Over the winter my team wanted me to take part in the Tour de Romandie to warm up for the Tour de France but I said no, I want to do the Tour of Yorkshire."

- The Tour de Yorkshire was launched in 2015 to extend the legacy of the 2014 Grand Départ.
- The men's race is a three-day event with a 2.1 UCI Europe Tour classification.
- The single-day Asda Women's Tour de Yorkshire was awarded 1.2 status in 2016.



- 2.2 million spectators lined the route for the 2017 edition, up from 2 million in 2016.
- The 2017 edition was watched by 9.7 million TV viewers in 180 countries.
- The 2017 edition generated £64 million for the Yorkshire economy.
- Our ambition is to grow the men's Tour de Yorkshire to a four-day race and extend the women's race to two days.
- The race is supported by Yorkshire Bank, Yorkshire Bank Bike Libraries, Asda, Virgin Trains, Dimension Data, Doncaster Sheffield Airport and Flybe, Mug Shot, Aunt Bessie's, JCT600, Tissot, Le Coq Sportif and Mavic.

## THE RACE

2.2M

2.2 MILLION  
SPECTATORS ROADSIDE

490KM

490KM OF YORKSHIRE'S  
FINEST ROADS AND SCENERY

252

252 WORLD CLASS MEN  
AND WOMEN RIDERS

PRIZE

ONE OF THE MOST LUCRATIVE  
RACES IN WOMEN'S CYCLING

36

36 TOP TEAMS FROM  
AROUND THE WORLD

## MEDIA

180

180 GLOBAL TERRITORIES  
BROADCAST THE RACE LIVE

549

549 GLOBAL  
BROADCASTERS

296M

296 MILLION  
PRINT REACH

536M

536 MILLION  
BROADCAST REACH

9.7M

9.7 MILLION GLOBAL  
TV VIEWERS ACROSS  
EUROSPORT AND ITV4

## ENGAGEMENT

110.3M

110.3 MILLION  
TWITTER REACH

3.06M

3.06 MILLION PAGE VIEWS ON  
LETOURYORKSHIRE.COM IN  
THE MONTH OF THE RACE

702,000

702,000 FILM VIEWS

7M

7 MILLION  
FACEBOOK  
REACH

158

158 COUNTRIES  
VISITED THE  
WEBSITE

