**The Impact of the 4th edition of Tour de Yorkshire**

The race was held between 3rd and 6th May 2018 over a total of 958km. The towns which hosted the starts and finishes were:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Men/Ladies** | **The Stage of….** | **From..** | **…To** | **Distance** |
| Thursday 3rd May  | Men | Arts and Culture | Beverley | Doncaster | 182km |
| Thursday 3rd May  | Ladies | Arts and Culture | Beverley | Doncaster | 132.5 |
| Friday 4th May | Men | Yorkshire Heritage | Barnsley | Ilkley | 149km |
| Friday 4th May | Ladies | Yorkshire Heritage | Barnsley | Ilkley | 124km |
| Saturday 5th May | Men | Yorkshire Market Towns | Richmond | Scarborough | 181km |
| Sunday 6th May | Men | The Yorkshire Terrier | Halifax | Leeds | 189.5km |

**Race spectators**

2.6 million spectators watched the four days of the race. Many of these spectators attended more than one day of the race.

79% of spectators were Yorkshire residents; 21% from elsewhere in the UK and abroad.

**Spectator spend**

Total spending by all spectators amounted to **£97,973,806**

This is broken down into:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **2015** | **2016** | **2017** | **2018** |
| Accommodation | £20,303,754 | £25,951,797 | £27,625,971 | £41,161,549 |
| Non-accommodation | £29,407,682 | £33,053,034 | £35,890,406 | £56,812,257 |
| **TOTAL** | **£49,711,436** | **£59,004,831** | **£63,516,377** | **£97,973,806** |

Accommodation spend is up 49% on 2017 and up 58% on 2016.

Non-accommodation spend (food & drink, transport etc) is up 58% on 2017 and up 72% on 2016.

Overall spend is UP **54%** on 2017.

**Impact of other attendees**

This is the spending of the athletes, journalists and officials who were directly involved in the race

**£383,670**

**Total impact £98,357,476 (report as £98 million)**

**Spectator survey**

The survey was conducted by independent research agency GRASP, involving over 3,000 respondents using two methods; in person at each stage of the race and online. Report by Leeds Beckett University.