

THE RACE



2.6M

2.6 MILLION SPECTATORS ALONG THE ROUTE



958KM

THE TOTAL DISTANCE OF THE ROUTE WAS 958 KM



170

THE RACE PASSED THROUGH 170 CITIES, TOWNS AND VILLAGES



4,500

4,500 CYCLISTS TOOK PART IN THE MASERATI TDY RIDE



282

282 MEMBERS OF THE WORLD'S MEDIA OVER FOUR DAYS



28

THERE WERE 28 VEHICLES IN THE 2019 PUBLICITY CARAVAN



£98M

ECONOMIC IMPACT OF THE TOUR DE YORKSHIRE 2018



21%

21% OF SPECTATORS FROM OUTSIDE YORKSHIRE AND ABROAD

DIGITAL IMPACT



94.6M

94.6 MILLION DIGITAL REACH ON SOCIAL MEDIA



265K

265,000 FANS ON SOCIAL MEDIA



3.4M

WEBSITE PAGE VIEWS IN 165 COUNTRIES - UP 78% FROM 2017



1.1M

ONLINE FILM VIEWS, 1.1 MILLION - A 32% INCREASE.

INTERNATIONAL COVERAGE



40

BROADCASTERS OF LIVE COVERAGE AND HIGHLIGHTS



12.5M

12.5 MILLION TV VIEWERS - UP 128% FROM 2017



190

BROADCAST TERRITORIES



1,270 HRS

1,270 HOURS OF TV BROADCAST IN 190 TERRITORIES

AUDIENCES



20 HOURS

20 HOURS OF LIVE BROADCAST ON ITV4

520K

520,000 AUDIENCE PEAK ON STAGE 4 IN LEEDS

57,000

OPPORTUNITIES FOR PEOPLE TO BORROW A BIKE WITH YORKSHIRE BANK BIKE LIBRARIES

1,800

1,800 VOLUNTEERS OVER FOUR DAYS

CHARITY



Greg VAN AVERMAET
Belgium



Megan GUARNIER
USA



Greg VAN AVERMAET
Belgium

Kirsten WILD
Netherlands

Stéphane ROSSETTO
France

Megan GUARNIER
USA

PODIUMS