

**Tour de Yorkshire**

**Report for Welcome to Yorkshire**

**By Steve Jones, Dr Kyriaki Glyptou, Dr Simon Woodward,**

**and Robin Norton (GRASP)**

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School of Events, Tourism and Hospitality Management, Leeds Beckett University

Headingley Campus, Macaulay Hall, Headingley,

Leeds, LS6 3QN, United Kingdom.

**Contacts**

**Client Sponsor: Welcome to Yorkshire  
T**: 0113 322 3500  
Email: [info@yorkshire.com](mailto:info@yorkshire.com)

Address: Dry Sand Foundry, Foundry Square, Holbeck, Leeds, LS11 5DL

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# 1 Introduction

## 1.1 Overview

The findings presented are based on data collected by fieldworkers completing surveys with spectators that lined the route. These spectator surveys took place over the four stages of the men’s Tour de Yorkshire, the two stages of the women’s race, the sportive event, the pre-tour “village”. Data was also collected via an on-line spectator survey. The estimated number of spectators for 2018 according to Welcome to Yorkshire was 2.6 million. Data relating to previous year’s races is removed from this abridged report.

This is the breakdown of the two data collection methods used to gather spectator spending and behaviour. The route spectator survey responses 1440 (48%) were collected face to face. Responses for the on-line spectator survey 1563 (52%) were collected via a social media based on-line survey.

Table 1.1 shows the economic assessment for the 2018 Tour de Yorkshire. The total accommodation and non-accommodation revenue is estimated to be £98 million.

## 

## Table 1.1 Estimated Revenue Assessment of the 2018 Tour de Yorkshire

|  |  |
| --- | --- |
| **Tour de Yorkshire** | 2018 |
| Estimated accommodation revenue | £41,161,549 |
| Estimated non-accommodation revenue | £56,812,257 |
| **(report as £98 million)** | **£97,973,806** |

## 1.2 Possible Causes of Difference in Estimated Revenue

Possible causes for increases in estimated revenue based on survey findings are included in this report; some examples are listed below:

* The increase in estimated spectators is 400,000
* There are an extra 123,503 unique spectators
* The women’s stages plus the sportive means that there is the opportunity to watch two events on three days out of four.
* Spectators are watching more of the race - the average spectator watching 1.39 times.
* “Unique” spectators resident elsewhere in the UK or overseas increased in 2018. This group of spectators tend to spend more and have a higher impact on overall revenue.
* Fans from outside of Yorkshire spent the highest number of nights away to date with the highest spend on accommodation.
* Accommodation spend per room were considerably higher than in previous years.
* The weather was cited by a number of fans as being particularly favourable.
* Bed nights were up overall.
* Yorkshire spectators spent more on accommodation and stayed more nights in accommodation during 2018 than they did in previous years.

Section 2 of this report provides data detailing the profile of spectators. Sections 3, 4 and 5 detail the estimated revenue gained from accommodation and non-accommodation items, by spectator type and shows details of the possible causes of changes in the estimated economic revenue from previous years. Section 6 provides shares some comments from spectators about their experience and motivations.

# 2 Estimated crowd and spectator profile

It was estimated, that between the 3rd and 6th May that 2.6 million spectators lined the route of the 2018 Tour de Yorkshire. There were 6 races held over the four days and a sportive event. Many spectators watched several stages and some watched all races. On average spectators experienced the Tour de Yorkshire 1.39 times. Therefore, based on the survey data the “unique” number of spectators that watched the Tour de Yorkshire is calculated at 1,870,504 spectators.

“Unique” spectators are segmented by residency. From the 2018 survey data it is estimated that 1,477,698 reside within the host county of Yorkshire and 392,805 reside elsewhere in the UK or overseas; a 79% to 21% split.

## Table 2.1 Resident Type

|  |  |  |
| --- | --- | --- |
| **Where are you resident?** | 2018 | **%** |
| Home county of Yorkshire | 1,477,698 | 79 |
| Elsewhere in the UK or overseas | 392,805 | 21 |
| **Total** | **1,870,503** | **100** |

|  |  |  |
| --- | --- | --- |
| Table 2.2 Number of locations spectators visited each day | | |
| **Answer Choices** | **Responses** | |
| just one place | 78.0% | 2281 |
| two places | 16.7% | 488 |
| three places | 3.1% | 90 |
| 4 or more places | 2.2% | 65 |
| n=2924 |  |  |

# 3 Demographics of Spectators

Details of the demographic profile of spectators are shown in Tables 3.1 to 3.5.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 3.1 Age of respondent’s party**   |  |  |  | | --- | --- | --- | | **Age** | **Count** | **%** | | under 16yrs | 719 | 15% | | 16-19yrs | 142 | 3% | | 20-24yrs | 207 | 4% | | 25-34yrs | 543 | 11% | | 35-44yrs | 816 | 17% | | 45-54yrs | 1045 | 21% | | 55-64yrs | 804 | 16% | | 65yrs+ | 615 | 13% |   n=4891 | Table 3.1 shows the ages of respondents. In response to ‘Including you, please tell us how many people in each age group are in your party today …’ |
| **Table 3.2 Gender of respondent**   |  |  |  | | --- | --- | --- | | **Gender** | **Count** | **%** | | Male | 1306 | 51% | | Female | 1247 | 49% |   n=2553 | Table 3.2 shows the gender balance of spectators. This balance is broadly equal. |

**Table 3.3 Ethnicity excluding non- responses 2018**

|  |  |  |
| --- | --- | --- |
| Ethnicity | 2018 | |
|  | **Count** | **%** |
| White | 2489 | 98.10% |
| Mixed | 30 | 1.20% |
| Asian/British Asian | 9 | 0.40% |
| Black/Black British | 5 | 0.30% |
| Chinese | 5 | 0.20% |
| Other | 0 | 0.00% |
|  | n=2538 | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 3.4 Occupation of main respondent**   |  |  |  | | --- | --- | --- | | Classification | Count | % | | ab | 378 | 16.0% | | c1 | 799 | 33.7% | | c2 | 704 | 29.7% | | d | 276 | 11.7% | | e | 212 | 8.9% | | n=2369 | | | | These statistics broadly aligned with the findings from Cycling UK – see <https://www.cyclinguk.org/resources/cycling-uk-cycling-statistics#Demographics> |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 3.5 Accessibility**   |  |  |  | | --- | --- | --- | |  | Count | % | | yes | 75 | 2.9% | | no | 2501 | 97.1% | | Respondents were asked ‘Do you have any impairment that has affected your attendance?’ This was in an effort to gauge how accessible the Tour de Yorkshire has been. Figures responding yes are below the expected percentage for England and Wales (source: ONS) of 8.5 per cent of the population reported their daily activities were ‘limited a lot’1, and 9.4 per cent were ‘limited a little. This is likely to indicate that accessibility is an issue affecting some groups of potential spectators. https://www.ons.gov.uk/peoplepopulationandcommunity /healthandsocialcaredisability/articles/disabilityinenglandandwales/2013-01-30 |

# 4 Economic Assessment – Spectators resident elsewhere in the UK or resident overseas

The economic assessment outlined in this section of the report is based on spectators that completed the Route Spectator Survey or the Online Spectator Survey and are resident elsewhere in the UK or overseas. The economic assessment includes two types of spectators:

* those that specifically came to watch the Tour de Yorkshire; these spectators will be known as ‘Tour de Yorkshire Fans’ (Fans) and
* those that watched the Tour but did not specifically come to the area for that reason are classified as ‘Casual Spectators’ (Casuals)

It is necessary to further sub-divide spectators that are resident elsewhere in the UK or overseas, see Table 4.1 below

## Table 4.1 Breakdown of spectators resident elsewhere in the UK or overseas

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Number of survey responses** | **% of total responses** | **Estimated number of “unique” spectators (total is 1,870,504)** |
| Elsewhere in the UK or overseas Fans DV  (Day Visitors) | 254 | 9.58 | 179,218 |
| Elsewhere in the UK or overseas Fans ££  (paid for accommodation) | 135 | 5.09 | 95,254 |
| Elsewhere in the UK or overseas Fans FF  (stayed with Family and Friends and did not pay for accommodation) | 13 | 0.49 | 9,173 |
| Elsewhere in the UK or overseas Casuals DV  (Day Visitors) | 80 | 3.02 | 56,447 |
| Elsewhere in the UK or overseas Casuals ££  (paid for accommodation) | 39 | 1.47 | 27,518 |
| Elsewhere in the UK or overseas Casuals FF  (stayed with Family and Friends and did not pay for accommodation) | 6 | 0.23 | 4,234 |
| Total | **527** | **19.88** | **371,844\*** |

*\* Rounded down=weighted total*

## 4.1 Accommodation Spend for Elsewhere in the UK and overseas

Table 4.2 below details the estimated accommodation revenue from fans resident ‘Elsewhere in the UK and overseas’.

* The estimated accommodation revenue from ‘Elsewhere in the UK and overseas’ Fans based on the ‘From Survey’ estimate, accommodation revenue is £22,995,640.
* The estimated accommodation cost per person per night is £93.21
* The estimated number of bed nights from Elsewhere in the UK and overseas Fans resident is 246,708.

## Table 4.2 Accommodation Revenue for Elsewhere in the UK and overseas Fans

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Average Number of Nights** | **Estimated accommodation spend Per Night (per person)** | **Estimated total revenue to accommodation sector** |
| **2018** | | | |
| Upper/optimistic | 2.59 nights\* | £112.76 | £27,818,778 |
| From Survey | 2.59 nights\* | £93.21 | £22,995,640 |
| Lower/cautious | 2.59 nights\* | £73.67 | £18,174,968 |

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from* ***Upper/optimistic, From Survey (orange) and Low/cautious (green).******\*****Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

## 4.2 Accommodation Spend for Elsewhere in the UK and overseas Casuals

Table 4.3below details the estimated accommodation revenue from spectators resident elsewhere in the UK and overseas.

* The estimated accommodation revenue from casual spectators resident elsewhere in the UK and overseas, based on data ‘From Survey’ estimated accommodation revenue is £9,464,541
* The estimated accommodation cost per person per night is £118.60
* The number of bed nights from casual spectators resident elsewhere in the UK and overseas is 79,802
* The number of respondents in this category is 1.47% of the total and number 39, therefore the Lower/ cautious figure of £6,414,501 is used due to the limited number completing the survey in this category.

## Table 4.3 Accommodation Revenue for elsewhere in the UK and overseas Casuals

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Average Number of nights** | **Estimated Accommodation Cost Per Night (per person)** | **Estimated Total Revenue to Accommodation Sector** |
| **2018** | | | |
| Upper/optimistic | 2.9 nights\* | £156.83 | £12,515,379 |
| From Survey | 2.9 nights\* | £118.60 | £9,464,541 |
| Lower/cautious | 2.9 nights\* | £80.38 | £6,414,501 |

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from* ***Upper/optimistic, From Survey (orange) and Low/cautious (green).******\*****Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

## Table 4.4 Summary Accommodation

|  |  |
| --- | --- |
|  | ***2018 £*** |
| Elsewhere in the UK and overseas Fans ££ | 22,995,640 |
| Elsewhere in the UK and overseas Casuals ££  (Lower/ cautious figure used) | 6,414,501 |
| **Total** | **29,410,141\*** |

*\*rounded*

## 4.3 Non-accommodation Spend for Elsewhere in the UK and overseas Fans

Table 4.5 below shows the estimated average spend on **non-accommodation** items per person (e.g. food/drink, merchandise, public transport/taxis, fuel, parking/car hire and “other”). Due to margins of error\* Upper/optimistic, From Survey and Lower/cautious estimates are also shown. As expected, spectators who stayed overnight with friends and family spend less on non-accommodation items than Day Visitors and spectators that stay over and pay for accommodation.

To note in this table are:

* the fan spectators staying with friends and family. This was 0.49% of the population and based on 13 respondents. In this case, the cautious figure is used of £132,073
* the casual spectators staying day visitors. This was 1.47% of the population and based on 39 respondents. In this case, the cautious figure is used of £4,221,536
* the casual spectators staying with friends and family. This was 0.23% of the population and based on 6 respondents. In this case, the cautious figure is used of £120,063

## Table 4.5 2018 Estimated non-accommodation revenue by spectator type that reside elsewhere in the UK or overseas

|  |  |  |
| --- | --- | --- |
| **2018** | **Estimated spend per person £** | **Estimated total spend £** |
| **Elsewhere in the UK and overseas TdY Fans DV** |  |  |
| Upper/optimistic | 42.28 | 7,577,337 |
| From Survey | 36.85 | 6,604,183 |
| Lower/cautious | 31.42 | 5,631,030 |
| **Elsewhere in the UK and overseas Tdy Fans ££** |  |  |
| Upper/optimistic | 122.80 | 30,295,725 |
| From Survey | 102.31 | 25,240,681 |
| Lower/cautious | 81.83 | 20,188,104 |
| **Elsewhere in the UK and overseas TdY Fans FF** |  |  |
| Upper/optimistic | 63.84 | 1,346,890 |
| From Survey | 35.05 | 739,481 |
| Lower/cautious | 6.26 | 132,073 |
| **Elsewhere in the UK and overseas Casuals DV** |  |  |
| Upper/optimistic | 21.38 | 1,206,837 |
| From Survey | 20.71 | 1,169,017 |
| Lower/cautious | 20.04 | 1,131,198 |
| **Elsewhere in the UK and overseas Casuals ££** |  |  |
| Upper/optimistic | 91.05 | 7,265,990 |
| From Survey | 71.98 | 5,744,162 |
| Lower/cautious | 52.90 | 4,221,536 |
| **Elsewhere in the UK and overseas Casuals FF** |  |  |
| Upper/optimistic | 205.31 | 2,460,070 |
| From Survey | 107.67 | 1,290,126 |
| Lower/cautious | 10.02 | 120,063 |

***Notes****:*

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from* ***Upper/optimistic, From Survey (orange) and Low/cautious (green).******\*****Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

*Survey Question “Please estimate for us roughly (to the nearest pound) how much you & your party spent on an average day whilst attending the Tour de Yorkshire.”*

## Table 4.6 Summary

|  |  |
| --- | --- |
|  | ***2018*** |
| Elsewhere in the UK and overseas Fans DV  (Day Visitors) | £6,604,183 |
| Elsewhere in the UK and overseas Fans ££  (paid for accommodation) | £25,240,681 |
| Elsewhere in the UK and overseas Fans FF  (stayed with Family and Friends and did not pay for accommodation) \*\* | £132,073 |
| Elsewhere in the UK and overseas Casuals DV  (Day Visitors) | £1,169,017 |
| Elsewhere in the UK and overseas Casuals ££  (paid for accommodation) \*\* | £4,221,536 |
| Elsewhere in the UK and overseas Casuals FF  (stayed with Family and Friends and did not pay for accommodation) \*\* | £120,063 |
| **Total** | **£** **37,487,553\*** |

\*rounded, *\*\*Lower/cautious*

**Note**: As stated previously the percentage number of casual spectators for 2018 tour is 4.72% of the total number of spectators. This has a considerable impact on overall tour figures (£7.3m) but this in proportion to the increased numbers of this type of spectator.

To summarise Table 4.6 presents the total non-accommodation revenue from elsewhere in the UK

Overall, the total revenue from non-accommodation items from spectators elsewhere in the UK and overseas for Fans and Casuals, based on estimated data, is £ 37,487,553 and for accommodation the estimated revenue 29,410,141. This is a total of £66,897,694

# 5 Economic Assessment – Spectators resident in the host county of Yorkshire

The economic assessment outlined in this section of the report is based on spectators that completed the Route Spectator Survey or the Online Spectator Survey that are residents of the host county of Yorkshire. The economic assessment includes spectators that specifically came to watch the Tour de Yorkshire; these spectators will be known as Yorkshire Fans. This section will also include the economic assessment of spectators that did not consider watching the Tour. However, these spectators will be known as Yorkshire Casual Spectators as they had a casual interest in the Tour and became spectators of the Tour.

As with residents elsewhere in the UK or overseas spectators, the spectators that are residents of the host county of Yorkshire are also sub-divided; see Table 5.1.

## Table 5.1 Breakdown of spectators who are resident in the home county of Yorkshire

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Number of survey participants** | **%** | **Estimated number of “unique” spectators (total is 1,870,504)** |
| Yorkshire Fans DV  (Day Visitors) | 1,330 | 50.17 | 938,427 |
| Yorkshire Fans (££)  (paid for accommodation) | 97 | 3.66 | 68,422 |
| Yorkshire Fans FF  (stayed with Family and Friends and did not pay for accommodation) | 18 | 0.68 | 12,701 |
| Yorkshire Casual Spectators DV  (Day Visitors) | 637 | 24.03 | 449,457 |
| Yorkshire Casual Spectators (££)  (paid for accommodation) | 34 | 1.28 | 23,990 |
| Yorkshire Casual Spectators FF  (stayed with Family and Friends and did not pay for accommodation) | 8 | 0.30 | 5,645 |
|  | **2,124** | **80.12** | **1,498,642\*** |

*\* rounded down-weighted total*

## 5.1 Accommodation Spend by Yorkshire Fans

Table 5.2 below details the estimated accommodation revenue from spectators resident in Yorkshire collected in the Route and On-line surveys for the Tour de Yorkshire 2018.

* Based on the ‘From Survey’ estimate, accommodation revenue in 2018 is £9,995,551
* The estimated accommodation cost per person per night is £72.68.
* The estimated total number of bed nights from Yorkshire Fans is 137,528 in 2018.

## Table 5.2 TdY Fans resident in the host county of Yorkshire: Accommodation Revenue

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Number of nights** | **Estimated accommodation cost Per Night (per person)** | **Estimated total revenue to accommodation sector** |
| **2018** | | | |
| Upper/optimistic | 2.01 nights\* | £89.89 | £12,362,412 |
| From Survey | 2.01 nights\* | £72.68 | £9,995,551 |
| Lower/cautious | 2.01 nights\* | £55.47 | £7,628,690 |

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from* ***Upper/optimistic, From Survey (orange) and Low/cautious (green).******\*****Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

## 5.1 Accommodation Spend by Yorkshire Casual Spectators

The estimated accommodation revenue from casual spectators resident in the home county of Yorkshire, based on the ‘From Survey’ estimate accommodation revenue is £1,755,857.

* The estimated accommodation spend per person per night is £38.32 in 2018.
* The estimated number of bed nights from Yorkshire casual spectators is 45,821 in 2018.
* The number of respondents in this category is 1.28% of the total and number 34, therefore the Lower/ cautious figure of £1,755,857 is used due to the limited number completing the survey in this category.

## Table 5.3 Yorkshire Casual Spectators: Accommodation Revenue

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Number of nights** | **Estimated accommodation cost Per Night (per person)** | **Estimated total revenue to accommodation sector** |
| **2018** | | | |
| Upper/optimistic | 1.91 nights\* | £82.66 | £3,787,556 |
| From Survey | 1.91 nights\* | £60.49 | £2,771,706 |
| Upper/optimistic | 1.91 nights\* | £38.32 | £1,755,857 |

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from* ***Upper/optimistic, From Survey (orange) and Low/cautious (green).******\*****Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

To summarise Table 5.4 below presents the total accommodation revenue from host county of Yorkshire spectators.

## Table 5.4 Summary Accommodation

|  |  |
| --- | --- |
|  | ***2018*** |
| Yorkshire Fans ££ | £9,995,551 |
| Yorkshire Casuals ££\*\* | £1,755,857 |
| **Total** | **£11,751,408\*** |

*\*rounded, \*\*Lower/cautious*

## 5.3 Non-accommodation revenue by Yorkshire Fans and Casuals

Table 5.5a below shows the estimated average spend on **non-accommodation** items per person (e.g. food/drink, merchandise, public transport/taxis, fuel, parking/car hire and “other”). Upper/optimistic, ‘From Survey’ and Lower/cautious estimates are shown to allow for \*margins of error.

As expected, spectators who stayed overnight with friends and family spend less on non-accommodation items than Day Visitors and spectators that stay over and pay for accommodation. Additionally, spectators resident in the host county of Yorkshire generally spend less per person than spectators resident elsewhere in the UK and overseas. One of the reasons for this is due to the fact that participants residing in Yorkshire are asked not only to share details of how much they spend whilst watching the Tour de Yorkshire but also to share details of how much they would have spent on a normal day (i.e. not at the Tour de Yorkshire event).

The normal day spend (assuming all money spent is spent in Yorkshire) is deducted from the total amount spent at the Tour de Yorkshire. Negative revenue suggests that spectators spend more on a normal day than they do as a spectator of the Tour de Yorkshire. This may be due to a number of reasons. For example, these spectators completing a “major weekly shop” at the supermarket and/or general paid- for entertainment and / or spending comparatively little whilst watching the race.

To note in this table is:

* the fan spectators staying with friends and family. This was 0.68% of the population and based on 18 respondents. In this case, the cautious figure is used of -£40,069
* the casual spectators staying day visitors. This was 1.28% of the population and based on 34 respondents. In this case, the cautious figure is used of -£638,285
* the casual spectators staying with friends and family. This was 0.30% of the population and based on 8 respondents. In this case, the cautious figure is used of -£15,411
* In all these cases, using the cautious figure means that the respondents will have spent less than a typical day at home.

## Table 5.5 2018 Estimated non-accommodation revenue by spectator type that reside in the host county of Yorkshire

|  |  |  |
| --- | --- | --- |
|  | **Estimated spend per person £** | **Estimated total revenue £** |
| **Yorkshire TdY Fans DV** |  |  |
| Upper/optimistic | 15.72 | 14,752,072 |
| From Survey | 10.51 | 9,862,868 |
| Lower/cautious | 9.6 | 9,008,899 |
| **Yorkshire TdY Fans ££** |  |  |
| Upper/optimistic | 50.15 | 6,897,040 |
| From Survey | 45.15 | 6,209,399 |
| Lower/cautious | 40.16 | 5,523,133 |
| **Yorkshire TdY Fans FF** |  |  |
| Upper/optimistic | 10.21 | 309,929 |
| From Survey | 4.44 | 134,778 |
| Lower/cautious | -1.32 | -40,069 |
| **Yorkshire Casuals DV** |  |  |
| Upper/optimistic | 9.77 | 4,391,195 |
| From Survey | 8.78 | 3,946,232 |
| Lower/cautious | 7.78 | 3,496,775 |
| **Yorkshire Casuals ££** |  |  |
| Upper/optimistic | 32.19 | 1,474,975 |
| From Survey | 9.12 | 417,887 |
| Lower/cautious | -13.93 | -638,285 |
| **Yorkshire Casuals FF** |  |  |
| Upper/optimistic | 3.36 | 56,902 |
| From Survey | 2.14 | 36,241 |
| Lower/cautious | -0.91 | -15,411 |

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from* ***Upper/optimistic, From Survey (orange) and Low/cautious (green).******\*****Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

To summarise Table 5.6 presents the total non-accommodation revenue from elsewhere in the UK and overseas spectators based on data ‘From Survey’.

## Table 5.6 Total host county of Yorkshire non-accommodation revenue

|  |  |
| --- | --- |
|  | 2018 |
| Yorkshire TdY Fans DV | £9,862,868 |
| Yorkshire TdY Fans ££ | £6,209,399 |
| Yorkshire TdY Fans FF\*\* | -£40,069 |
| Yorkshire Casuals DV | £3,946,232 |
| Yorkshire Casuals ££\*\* | -£638,285 |
| Yorkshire Casuals FF\*\* | -£15,441 |
| **Total** | **£19,324,704\*** |

*\*rounded, \*\*Lower/cautious*

To summarise the total revenue from non-accommodation items from Yorkshire Fans and Yorkshire Casuals, based on estimated data, is £ 19,324,704 and for accommodation the estimated revenue £11,751,408. This is a total of £31,076,112.

# 6 General feedback from all spectators

Survey participants were also asked a series of questions aside to establish behaviour and their thoughts and feeling so the Tour de Yorkshire. The following information provides details of their behaviour and experience of the Tour.

## Table 6.1 Motivations for spectating

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Is the Tour de Yorkshire the main reason you came to this area today? | | | | |
| Answer Choices | | | Responses | |
| yes | | | 69.3% | 1947 |
| no | | | 30.7% | 861 |
| n=2808 | | |  |  |
|  | | |  |  |
| Table 6.2 Attendance last year Did you attend any of the Tour de Yorkshire stages last year? | | | | |
| Answer Choices | | | 2018 | |
| yes | | | 61.9% | 1821 |
| no | | | 38.2% | 1123 |
|  |  |  | n=2944 |  |

## Table 6.3 Reasons for watching this year

|  |  |  |
| --- | --- | --- |
| What were your reasons for coming to the Tour de Yorkshire this year? (Please select all that apply) | | |
| Answer Choices | Responses | |
| see the performance of the cyclists | 63.2% | 1883 |
| support local events | 56.3% | 1677 |
| friendly atmosphere | 50.5% | 1503 |
| to have fun | 49.3% | 1468 |
| spend time with friends/family | 38.7% | 1152 |
| part of a community of like-minded people | 37.8% | 1125 |
| to do something special | 35.4% | 1055 |
| it is relaxing entertainment | 18.3% | 544 |
| to have new experiences | 17.1% | 509 |
| I was just passing | 8.8% | 262 |
| I'm involved in the festival | 7.8% | 232 |
| cultural/educational improvement | 6.4% | 189 |
| n=2978 |  |  |

Spectators were also asked to describe their experience of the Tour de Yorkshire. The analysis shows that spectators had a range of positive experiences which have been themed into six types Table 6.4 provides quotes from the spectator surveys (n=2433*)*.

In addition, Critical Comments have been collected – see table 6.5. There are very few such comments and many provide ideas for future development.

A large proportion of the responses were just one or two words. Table 6.6 shows a word cloud detailing the responses with the size of the word in proportion to the number of occurrences of the word.

As a whole, spectators were very positive about the experience. This is reflected in table 6.4 and in the word cloud, with only a very small selection of the positive comments reflected.

## Table 6.4 Themed analysis of spectator quotes of their TdY experience

***Question****: Please describe your Tour de Yorkshire experience?*

|  |  |
| --- | --- |
| ***Lead Theme*** | ***Quotes*** |
| *Community* | * A brilliant way to bring the community together and Yorkshire to the world. Fantastic, interesting racing. * A great friendly spectacle which brought the community together * All the hard work to prepare for the day was worthwhile as it was a fun and friendly community event. * Amazing; massive community spirit and it's becoming a celebration of Yorkshire as much as cycling - which is great! * Fantastic experience with great community spirit and awe-inspiring crowds * I thought it was an extremely well organised event, supported by the community, giving a great sense of pride in our home town and a privilege to witness this level of competitors in such a high-profile sport * It is the best day out watching world class cyclists with like-minded people and a wonderful community spirit everywhere. Very proud of my county. * Within 5 weeks of a fb post, a group of us formed a planning group in Garforth and pulled together a spectacular event for the whole community - hard work but brilliant day, great atmosphere and community spirit |
| *Atmosphere*  *(Ambiance, feeling, environment, surroundings, mood)* | * A fantastic unique event with an incredible atmosphere * A great atmosphere in Hebden Bridge, lots going on. * A great atmosphere. Now on a par with any of the 3 grand tours! * A great family day out with a real carnival atmosphere * A relaxed atmosphere and a very well-organised event made it a real pleasure to spectate; I loved the pride in Yorkshire that it generated. * A village fete atmosphere. It's what we've come for. * Fantastic atmosphere in Barnsley town centre, bringing people together and showing the best of the town to the world * Out of the world! One of the best things that has happened to Yorkshire. Brilliant, great atmosphere. |
| *Enjoy, fun (Pleasure, benefit, enjoyable, amusing, entertainment, exciting)* | * The band from Pakistan were the highlight of the caravan. * A fun and friendly experience with great effort from the locals. * A fun filled, lycra filled action packed experience! * Exhilarating, fun and not to be missed * Fantastic friendly, family safe fun, I’m proud to come out and cheer on the riders and make Yorkshire the place to be welcomed. |
| *Cycling race/sport* | * Got a photo of Mark Cavendish at the team bus after he finished * It was of the highlights of the road cycling year for me - magical, professional, friendly - and well worth the 600-mile round trip over two days. I’ll be back next year. * The greatest cycling tour in Europe...in God's own country! * TdY is becoming more and more respected on the world pro cycling circuit for its course, organisation, landscapes and massive crowds. As it improves more big names will take part. Can only get better. Very proud. * Amazing! Took part in the sportive really enjoy this event every year |
| *Yorkshire* | * Magnifique! J’aime Filey x * Yorkshire en fête! * A 'reet crackin day * A great celebration of Yorkshire and fantastic bike race :) * Absolutely brilliant and proud to live in Yorkshire * Aye up it wa’ bluddy brill day * 3 days of a great spectacle in God's own county. * A brilliant day which made a Lancastrian proud to live in Yorkshire * Amazing; massive community spirit and it's becoming a celebration of Yorkshire as much as cycling - which is great! * As a keen cyclist it was a pleasure to see professional cyclists in action at what in my view is not just Yorkshire’s but the UK’s best cycle race. * Brilliant - tv shows parts of Yorkshire some people based in Leeds may never see * Confirmed Yorkshire is the place for the big cycling events |
| *Amazing*  *(Astonishing, wonderful, marvellous, mind-boggling, mind-blowing, buzz)* | * Describing such an amazing experience in one sentence is simply impossible! * Fantastic community spirit & engagement in Garforth, amazing atmosphere on the day, so many decorations, entertainment * Fabulous, awesome, ace, radical - cowabunga! * Fantastic and the caravan stretches the entertainment. * Fantastic - makes me proud to be a Yorkshireman * Wonderful, brings a lot of money and people to the area * Mind blowingly amazing * An absolutely fantastic day out that leaves everyone buzzing due to the excitement, atmosphere & community spirit of it all! |

## Table 6.5 Some things could be better…

|  |  |
| --- | --- |
| *Critical (including helpful critical)* | * A waste of time, there was no disabled parking close to the venue for people with disabilities, had to leave without seeing the race, spoke to parking services and Piece Hall trust before attending and they didn't know of anything. * Sportive feed stations very poor, long queues that didn't move and when all you want is to fill a water bottle not difficult to achieve, ended up dehydrated and having to find local shops. * Good but the over-inflated shop prices that have been increased just because the event is on leaves a bitter taste so would bring own food etc next time * Great atmosphere but went by so fast especially the advance cars which I thought were giving away stuff. They sped by not stopping * Seeing riders excellent, great atmosphere & v good organisation. Village v disappointing too basic * Fantastic, amazing, gap between ladies & men's races should have been smaller * Fantastic, brilliant, 10/10. Litter points on sportive not clear, not included in the pre-race briefing and poor use. Wind was spreading litter all over ... Livestock could eat gel wrappers etc! Also: make hills smaller. * Good - need to be able to buy merchandise more easily! * Waste of time, it was all at one end of town * Excellent, great organisation, done lots for the county but would like to see teams with bigger riders * Absolutely belting! Can the women's race be extended to 4 days as well, please? * Amazing and well organised as always but wished that the women’s race was on the weekend as I was most interested in the women’s race, but I couldn’t make it as I was at school. * Amazing, outstanding ... Would have been better Friday to Monday as the kids missed the first day (but it went past their school on the second) * Good, always enjoy it! Difficult to book accommodation in advance due to when the timings of the event are released * Too much based on French language, not enough Yorkshire involvement, feel strongly about this. |

## Table 6.6 Word cloud showing common responses



## Table 6.7 – Without the tour de Yorkshire?

Question: If you were not at the Tour de Yorkshire what would you have been doing? (Please tick all that apply)

|  |  |  |  |
| --- | --- | --- | --- |
| Answer Choices | %Responses | %Respondents | COUNT |
| at home | 50.9% | 59.3% | 1613 |
| at work | 26.1% | 30.3% | 826 |
| shopping in this area | 5.8% | 6.7% | 183 |
| entertainment in this area | 6.6% | 7.7% | 210 |
| shopping elsewhere in Yorkshire | 2.5% | 2.9% | 80 |
| entertainment elsewhere in Yorkshire | 8.0% | 9.3% | 254 |
| other (please specify) | 0.0% | 0.0% | 454 |

n=2722

# 7 Conclusion

The data for the Tour de Yorkshire shows that many spectators enjoyed the event and have been more than once as their experiences have been so positive. Attendance, spend and revenue is up on previous years. The potential factors leading to this are discussed in the report, with all playing a part in making this a record breaking year. Also, to be noted are the comments of the spectators; the vast majority indicated a really positive response to the now four-day event.

## Appendix 1 – Blue jersey sponsors

|  |  |  |
| --- | --- | --- |
| Question: Who sponsors the blue jersey during the Tour de Yorkshire? (The leader of the general classification)  This was a closed question where the respondent selected names from a list. The respondent could also choose ‘other’ and add additional sponsor names. | | |
| Answer Choices | Responses | |
| Yorkshire Bank | 33.4% | 668 |
| Yorkshire Bank Bike Libraries | 20.9% | 418 |
| Welcome to Yorkshire | 20.4% | 409 |
| ASDA | 15.0% | 301 |
| Dimension Data | 6.2% | 125 |
| Virgin Trains | 3.1% | 62 |
| other (please specify) |  | 346 |
|  |  |  |
| **Total** |  | **2002** |

*Other responses include*

|  |  |  |  |
| --- | --- | --- | --- |
| Sky | 22 | Eisberg | 1 |
| Air ambulance | 2 | Global | 1 |
| ERYC | 2 | Welcome to Yorkshire | 1 |
| Harrogate Spring Water | 1 | KCOM | 1 |
| ASO | 1 | Mug Shots | 1 |
| Barclays | 1 | Piriton | 1 |
| Tissot | 1 | Sweet Spot | 1 |
| Virgin | 1 | Yorkshire Coast Homes | 1 |

No response = 1001, Don’t know = 280 (14% of 2002 responses)

Commentary: One common confusion until prompted was the colour of the leader’s jersey. Yellow was a colour often mentioned (association with the Tour de France?)

## Appendix 2 – Sponsor awareness

Question: Which sponsors of the Tour de Yorkshire are you aware of? (Please name as many as possible!)

This was an open un-prompted question to test awareness of sponsors

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Response | Count | % |  | Response | Count | % |
| Asda | 1535 | 66% |  | Global | 69 | 3% |
| Virgin | 754 | 33% |  | Slingsby | 40 | 2% |
| Yorkshire Bank | 749 | 32% |  | Twisted | 36 | 2% |
| Virgin Trains | 508 | 22% |  | Doncaster Airport | 35 | 2% |
| Welcome to Yorkshire | 456 | 20% |  | Pittaway | 32 | 1% |
| Dimension Data | 407 | 18% |  | Pakistan | 31 | 1% |
| Black Sheep | 366 | 16% |  | Named Sport | 29 | 1% |
| Soreen | 158 | 7% |  | Harrogate Water | 19 | 1% |
| Sky | 139 | 6% |  | Yorkshire Tea | 17 | 1% |
| Mugshots | 126 | 5% |  | DSA | 16 | 1% |
| Yorkshire Air Ambulance | 122 | 5% |  | RAGT | 14 | 1% |
| Bike Libraries | 108 | 5% |  | Robin Hood Airport | 13 | 1% |
| Eisberg | 92 | 4% |  | Cofidis | 6 | 0% |
| Tissot | 82 | 4% |  | Australia | 4 | 0% |
| Maserati | 80 | 3% |  | ebuyer | 3 | 0% |
| Mavic | 75 | 3% |  |  |  |  |
|  |  |  |  | Don't know | 126 | 5% |
|  |  |  |  | Total | 2312 | 100% |
|  |  |  |  |  |  |  |
|  |  |  |  | No response | 691 |  |

Commentary

This question was an unprompted recall of sponsors. The keywords used to tally the responses are typically as headed but Yorkshire Air Ambulance was very commonly referred to just as “air ambulance” … Doncaster Sheffield Airport was commonly referred to as Doncaster Airport so we’ve split that out but Robin Hood and just Sheffield Airport were regular mentions. For Yorkshire Bank and Bike Libraries we have cleaned references to Yorkshire from the latter to avoid duplication of the Yorkshire Bank brand (these were usually referred to as Yorkshire Bank Bike Libraries by participants).

## Appendix 3 – Was there anything you would have liked to buy but could not?

Question: Was there anything you would have liked to buy but could not?

(optional question)

|  |  |  |
| --- | --- | --- |
| Category | Count | % |
| TdY merchandise | 144 | 63% |
| Yorkshire flag / bunting etc | 26 | 11% |
| Cycling Merchandise | 18 | 8% |
| Food drink | 9 | 4% |
| Team Merchandise | 12 | 5% |
| TdY Programme | 9 | 4% |
| Cow bell | 7 | 3% |
| TdY clothing | 4 | 2% |

n= 229

* Bits of foam to sit on!
* Bikes and accessories in the fan zone
* Black sheep cycling cap
* I think you're missing the trick a little at the start of the sportive. Many riders hanging around waiting for their start times. I bet they'd have taken you up on say a decent cup of coffee, bacon sandwich etc for a reasonable price?
* I was not expecting any merchandise so did not bring enough money
* It is not about buying; it is about enjoying. Why gauge success with money? What about community enjoyment and engagement. This was the best part of the Tour de Yorkshire 2018 as it has become with the Tour generally.
* It would have been great for the pre-tour village to have had a coffee stop for weekend cyclists, also a cycling shop (e.g. Evans cycles).
* NO promotional van on caravan as previous years
* No TDY merchandise at finish line
* Official Replica winner’s jersey
* professional photos with the cyclists
* Refreshments at more remote but very well attended locations - Barden Moor for instance
* Stage winners jerseys (KOM, etc)
* Time in one of the team cars, I know it's pretty hectic in there but what an experience!
* Cowbell! Didn't see any tour merchandise in Pocklington (apart from flags) or Sutton Bank this year? Think there was in previous years.
* A bigger size range of t-shirts, up to 3xl.

## Appendix 4 – Stages experienced

Which stages of the Tour de Yorkshire 2018 did you experience OUT & ABOUT as a spectator? (Please select all that apply)

|  |  |  |
| --- | --- | --- |
| Answer Choices | Responses | |
| The Pre-Tour Village (in Leeds) | 10.6% | 318 |
| Men's Race Stage 1 | 24.7% | 741 |
| Women's Race Stage 1 | 18.4% | 551 |
| Men's Stage 2 | 34.3% | 1029 |
| Women's Stage 2 | 22.9% | 688 |
| Men's Stage 3 | 35.9% | 1077 |
| Men's Stage 4 | 36.4% | 1094 |
| Sportive | 6.9% | 207 |

n=3003

## Appendix 5 – International visitors

|  |
| --- |
| Australia, Adelaide |
| Australia, Perth |
| Canada |
| France |
| France |
| France |
| Germany |
| Isle of Man |
| Ireland |
| Netherlands |
| New York |
| New Caledonia, Noumea |
| Spain, Salobreña |
| Singapore |
| Watertown, USA |

Note that these 16 spectators are 0.5% of the total. This is an estimated 9,966 of the 1,870,503 unique spectators.