

THE RACE



1.9M

1.9 MILLION SPECTATORS
ALONG THE ROUTE



885.5KM

THE TOTAL DISTANCE OF
THE ROUTE WAS 888.5 KM



150

THE RACE PASSED
THROUGH 150 CITIES,
TOWNS AND VILLAGES



3,979

3,979 CYCLISTS TOOK
PART IN THE MASERATI
TDY RIDE



272

272 MEMBERS OF
THE WORLD'S MEDIA
OVER FOUR DAYS



27

THERE WERE 27 VEHICLES
IN THE 2019 PUBLICITY
CARAVAN



£60M

ECONOMIC IMPACT
OF THE TOUR DE
YORKSHIRE 2019



20%

20% OF SPECTATORS
FROM OUTSIDE YORKSHIRE
AND ABROAD

DIGITAL IMPACT



91.2M

91.2 MILLION DIGITAL
REACH ON SOCIAL MEDIA



279K

279,000 FANS
ON SOCIAL MEDIA



2.7M

WEBSITE PAGE VIEWS
IN 167 COUNTRIES



1.44M

ONLINE FILM VIEWS,
1.44 MILLION - A 30.9%
INCREASE



28M

28 MILLION TOTAL
TV VIEWERS -
UP 124% ON 2018



12.9%

PRESS ARTICLES
FEATURING THE RACE UP
12.9% YEAR-ON-YEAR
(SOURCE: KANTAR)

INTERNATIONAL COVERAGE



190

BROADCAST
TERRITORIES



39

BROADCASTERS OF
LIVE COVERAGE AND
HIGHLIGHTS

AUDIENCES



46 HOURS

46 HOURS OF LIVE AND
REPEAT BROADCAST
ON EUROSPORT

800K

AUDIENCE PEAK ON DAY 4
HALIFAX TO LEEDS

75,000

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

1,500

1,500 VOLUNTEERS
OVER FOUR DAYS

COMMUNITY

PODIUMS



Chris LAWLESS
Great Britain



Marianne VOS
Netherlands



Chris LAWLESS
Great Britain
Christine MAJERUS
Luxembourg

Arnaud COURTEILLE
France

Mavi GARCIA
Spain