



The Impact of the 3rd edition of Tour de Yorkshire

The race was held between 28th April and 30th April 2017 over a total of 490km. The towns which hosted the starts and finishes were:

Date	The Stage of....	From..	...To	Distance
Friday 28 th April	The Coast & Wolds	Bridlington	Scarborough	173km
Saturday 29 th April	Historic Market Towns	Tadcaster	Harrogate	122.5km
Sunday 30 th April	The Yorkshire Terrier	Bradford	Fox Valley, Sheffield	194.5km

Race spectators

2.2 million spectators watched the three days of the race. Many of these spectators attended more than one day of the race.

86% of spectators were Yorkshire residents; 14% from elsewhere in the UK and abroad.

Spectator spend

Total spending by all spectators amounted to **£63,516,377**. This is broken down into:

	2015	2016	2017
Accommodation	£20,303,754	£25,951,797	£27,625,971
Non-accommodation	£29,407,682	£33,053,034	£35,890,406
TOTAL	£49,711,436	£59,004,831	£63,516,377

Accommodation spend is up 6.5% in 2016 and 36% on 2015.

Non-accommodation spend (food & drink, transport etc) is up 9% on 2016 and 22% on 2015.

Overall spend is UP **8%** on 2016.

Impact of other attendees

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

£365,400

Total impact £63,881,777 (report as £64 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.