

THE RACE

2.2M

2.2 MILLION
SPECTATORS ROADSIDE

490KM

490KM OF YORKSHIRE'S
FINEST ROADS AND SCENERY

252

252 WORLD CLASS MEN
AND WOMEN RIDERS

PRIZE

ONE OF THE MOST LUCRATIVE
RACES IN WOMEN'S CYCLING

36

36 TOP TEAMS FROM
AROUND THE WORLD

MEDIA

180

180 GLOBAL TERRITORIES
BROADCAST THE RACE LIVE

549

549 GLOBAL
BROADCASTERS

296M

296 MILLION
PRINT REACH

536M

536 MILLION
BROADCAST REACH

9.7M

9.7 MILLION GLOBAL
TV VIEWERS ACROSS
EUROSPORT AND ITV4

ENGAGEMENT

110.3M

110.3 MILLION
TWITTER REACH

3.06M

3.06 MILLION PAGE VIEWS ON
LETOURYORKSHIRE.COM IN
THE MONTH OF THE RACE

702,000

702,000 FILM VIEWS

7M

7 MILLION
FACEBOOK
REACH

158

158 COUNTRIES
VISITED THE
WEBSITE



Tour de
Yorkshire