



TOUR OF  
BRITAIN



2016 Review



# The Tour of Britain

**21** teams from **10** countries

**124** riders

**17** different nationalities of riders

**7** Olympic medalists from Rio

**11** teams who rode in 2016 Tour de France

**52** debutants



# Event Stats and Figures

9 STAGES 25 COUNTIES 22 YODEL SPRINTS 22 SKODA KOM'S

 **1,295.6** KM  
TOTAL DISTANCE

 **41.11** KPH  
AVERAGE SPEED

 **3.96** MILLION  
CALORIES BURNT


  
Staff and Volunteers

  
**4,200**  
HOTEL NIGHTS

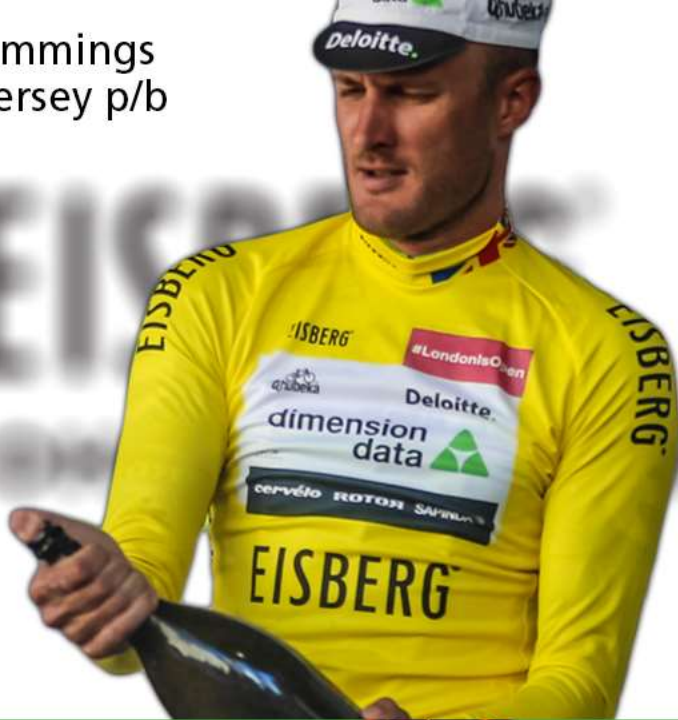
  
**3440**  
GUESTS

  
TOTAL  
ASCENT  
**20,507**M

  
**40**hours of  
TV coverage

**27**  
VANS   
**50**  
CARS 

Steve Cummings  
Yellow Jersey p/b  
Eisberg



Dylan Groenewegen  
Chain Reaction Cycles  
Points Jersey



Xandro Meurisse  
SKODA King of the  
Mountain Jersey



Jasper Bovenhuis  
Yodel Sprints Jersey

Steve Cummings  
Adnams Best British  
Rider



Andre Greipel  
HIGH5 Combativity  
Award

# TV Viewing Figures

## Average Viewing Figures

Stage		Live	Highlights	Repeat
Stage 1	Glasgow to Castle Douglas	675,000	288,000	54,000
Stage 2	Carlisle to Kendal	512,000	575,000	78,000
Stage 3	Congleton to Tatton Park	448,000	521,000	54,000
Stage 4	Denbigh to Builth Wells	366,000	487,000	30,000
Stage 5	Aberdare to Bath	354,000	358,000	44,000
Stage 6	Sidmouth to Haytor	425,000	332,000	117,000
Stage 7	Bristol	460,000	392,000	116,000
Stage 8	London	576,000	321,000	47,000

Live Average	477,000
Highlights Average	409,250
H/L Repeat Average	67,500
Source: BARB	



Every highlights programme also available on ITV Hub for 30 days.  
 \*\*Figures unavailable\*\*

# International TV Broadcast



Tour of Britain shown in **20** broadcast markets including North America, Pan-Asia and Sub-Saharan Africa

In Europe the race was shown in cycling powerhouse countries **France, Italy & Belgium** amongst others

# BIKE

Race also shown on the BIKE Channel in the UK a platform available in **17 million +** homes across the UK

BIKE Channel reaches more than **1 million** cycling fans per month



★EUROSPORT



L'EQUIPE 21



# Regional TV

**15** interviews across race week with Tour organisers

**6** LIVE interviews

**7**

**itv**  
**NEWS**

interviews

**6**

**BBC**  
**NEWS**

interviews



# Regional Radio Coverage

**31** interviews across race week

**8** different BBC regional radio stations

**9** different commercial radio stations



broadcast their entire morning programme from the start of Stage 3

# Written Coverage National

**12** national newspapers reporting on the race

**9** consecutive days coverage in The Telegraph, Guardian & iNews

**93** pages of content in total



**Groenewegen has enough left after the hills to take the sprint finish**

**Stannard secures first major win after broken leg as Lottos miss jackpot**



**Cummings stays out of the rain to take victory**



**Stannard powers to solo stage win in Tour of Britain**



**VERMOTE'S POWERFUL FINISH FOILS CUMMINGS**



**Cavendish**

# Written Coverage Regional



**36** regional papers reporting on the race

**16** page supplements in 3 regional titles

**216** pages of content in total

# Cycling Media Coverage

**36** page supplement  
in Cycling Plus

**20** page preview  
special in Cycling  
Weekly

**12** page review  
special in Cycling  
Weekly



Further online  
coverage on:

**cyclingnews.com**  
THE WORLD CENTRE OF CYCLING

**velouk**  
.net

**RCUK**  
ROADCYCLINGUK

**Cycling** *velo*  
WEEKLY *news*

**road.cc**  
pedal powered

# Immediate Media Partnership

20 + pages of Tour of Britain adverts across 8 different publications including **Cycling Plus**, **Pro Cycling** & **official Tour de France guide**



36 page race preview supplement in



Extensive coverage of the race on



# Online Coverage

Extensive previews and race

reports on all **8**

Stages on BBC Sport & Sky Sports

Regular articles also on:



# Live Spectators

**START**



**135,000**



Bristol 200,000



**845,000**



London 300,000

**FINISH**



**140,000**

**1.6 million**  
Total Overall  
Spectators



# Engaging the Community

**12,000** people took part in Glasgow Sky Ride



More than **200** orange bikes displayed in Cheshire East



**200** people part of Eisberg London Cycle



**53** businesses took part in Bath Bike Trail



Cheshire sportive saw **200+** riders raise over **£2,500** for charity



**250** school kids rode out after race in Congleton



# Website Statistics

## Race Week

**559k**

Unique visitors

**748k**

Visits

**2.61 million**

Page views

Visitors from

**178** countries

**41%** of  
visits from  
mobiles

**45-54**  
average age



## Year Round

(1<sup>st</sup> Jan – 30<sup>th</sup> Sept)

**955k**

Unique visitors

**192 million**

Advert impressions

**4.35 million**

Page views

**1.34 million**

Visits

**67%**



**33%**



## Top 5 Nations



1) UK



2) USA



3) France



4) Netherlands



5) Spain

# Videos

**65k** video views on  
The Tour YouTube



**115k** minutes  
watched on The Tour  
YouTube

**49%** of The Tour  
YouTube channel  
audience outside of  
the UK



**40k** video views on Tour  
of Britain website

Tour of Britain highlights viewed  
more than **102k** times across  
YouTube channels



GCN's Tour of  
Britain preview  
watched **33.8k**  
times

# Twitter - 28 Day Report



FOLLOWERS  5453  
**85,456K**



PROFILE VISITS  
**347K**



VIDEO VIEWS  
**57.4K**



TWEET IMPRESSIONS 13.5 MILLION

10.6M DURING RACE WEEK



## Top 5 Nations

-  1) UK
-  2) USA
-  3) Spain
-  4) Italy
-  5) Ireland

# Facebook & Instagram



Like

**46.7k** total likes

**5.1k** new likes

**914k** total reach

**189k** post engagement

**188k**

video views



Top 5 Nations

-  1) UK
-  2) USA
-  3) Italy
-  4) France
-  5) Brazil



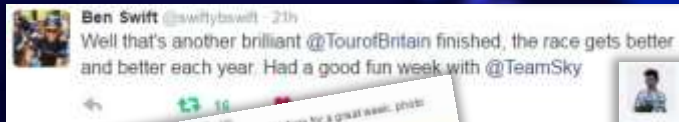
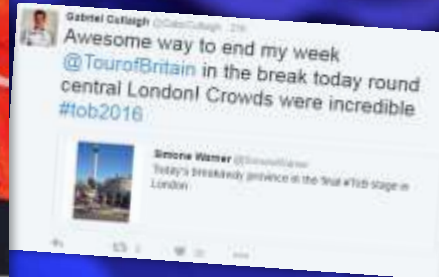
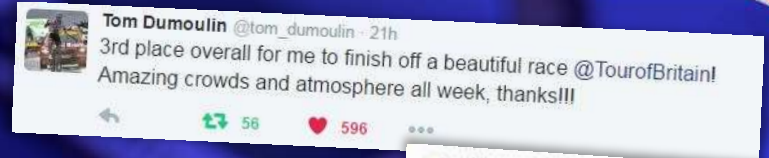
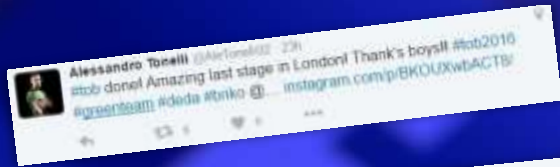
**7.6k** followers

**143** average likes per post

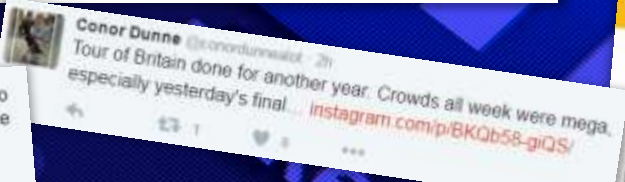
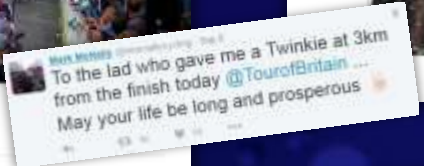
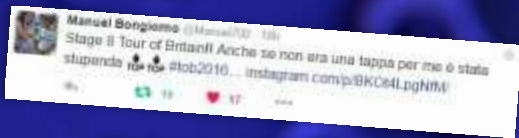
**271** most likes on single post



# Social Media Examples



# Social Media Examples





**TOUR OF  
BRITAIN** 

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