**4TH EDITION 3 - 6 MAY 2018 KEY FACTS**

**THE RACE**
- 2.6M: 2.6 MILLION SPECTATORS ALONG THE ROUTE
- 958KM: THE TOTAL DISTANCE OF THE ROUTE WAS 958 KM
- 170: THE RACE PASSED THROUGH 170 CITIES, TOWNS AND VILLAGES
- 4,500: 4,500 CYCLISTS TOOK PART IN THE MASERATI TDY RIDE
- 282: 282 MEMBERS OF THE WORLD’S MEDIA OVER FOUR DAYS
- 21%: 21% OF SPECTATORS FROM OUTSIDE YORKSHIRE AND ABROAD
- £98M: ECONOMIC IMPACT OF THE TOUR DE YORKSHIRE 2018

**INTERNATIONAL COVERAGE**
- 28: THERE WERE 28 VEHICLES IN THE 2019 PUBLICITY CARAVAN
- 40: BROADCASTERS OF LIVE COVERAGE AND HIGHLIGHTS
- 190: BROADCAST TERRITORIES
- 1,270 HRS: 1,270 HOURS OF TV BROADCAST IN 190 TERRITORIES

**DIGITAL IMPACT**
- 94.6M: 94.6 MILLION DIGITAL REACH ON SOCIAL MEDIA
- 96%: UP 78% FROM 2017
- 3.4M: WEBSITE PAGE VIEWS, UP 78% FROM 2017
- 12.5M: 12.5 MILLION TV VIEWERS, UP 128% FROM 2017

**AUDIENCES**
- 20 HOURS: 20 HOURS OF LIVE BROADCAST ON ITV4
- 520K: 520,000 AUDIENCE PEAK ON STAGE 4 IN LEEDS
- 57,000: OPPORTUNITIES FOR PEOPLE TO BORROW A BIKE WITH YORKSHIRE BANK BIKE LIBRARIES

**PODIUMS**
- Greg VAN AVERMAET Belgium
- Megan GUARNIER USA
- Stéphane ROSSETTO France
- Megan GUARNIER USA

**CHARITY**
- £572,000: 1,800 VOLUNTEERS OVER FOUR DAYS

**ECONOMIC IMPACT**
- £98M: ECONOMIC IMPACT OF THE TOUR DE YORKSHIRE 2018

Sources: A.S.O. Media Department, Welcome to Yorkshire, Eurosport, ITV.