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# Tour de Yorkshire 2019

## Economic Impact Assessment

### Report for Welcome to Yorkshire

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(GRASP)

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## 1. Introduction

### 1.1 Overview

The findings presented are based on data collected by fieldworkers completing surveys with spectators that lined the route. These spectator surveys took place over the four stages of the men’s Tour de Yorkshire, the two stages of the women’s race, the sportive event and at the pre-tour “village”. Data was also collected via an on-line spectator survey. The estimated number of spectators for the 2018 according to Welcome to Yorkshire was 1.96 million. This is lower than in previous years although it should be noted that the weather was particularly challenging, especially for the races on Saturday.

In 2019 997 surveys were completed along the route and 2,469 were completed online.

Figure 1.1 Tour De Yorkshire Attendance

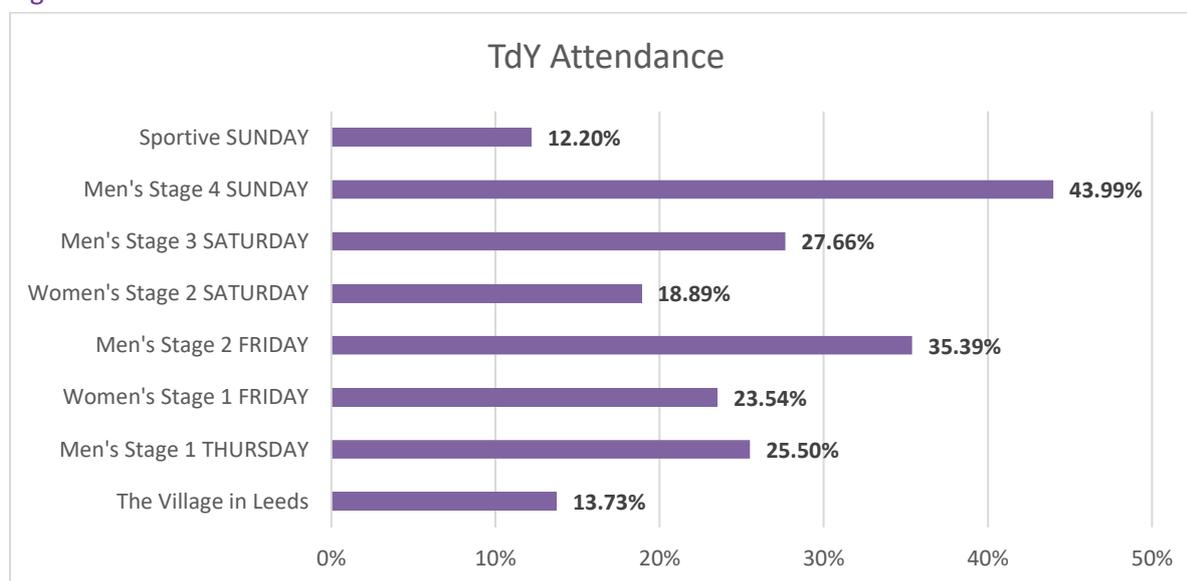


Table 1.1 shows the economic assessment for the 2019 Tour de Yorkshire. The total accommodation and non-accommodation revenue is estimated to be £57 million; a decrease from the estimated revenue of £98 million for the 2018 Tour de Yorkshire.

Table 1.1 Estimated Revenue Assessment of the 2019 Tour de Yorkshire

Tour de Yorkshire	2019
Estimated accommodation revenue	£17,320,224
Estimated non-accommodation revenue	£39,257,367
<b>TOTAL (report as £57 million)</b>	<b>£56,577,591</b>

## 1.2 Possible Causes of Difference in Estimated Revenue

Possible causes for decreases in estimated revenue based on survey findings are included in this report; some examples are listed below:

- The decrease in estimated spectators is 800,000 or a decrease of 30%
- There were 509,392 fewer unique spectators, a decrease of 27.2%
- The scheduling of the Women’s Race changed this year to Friday and Saturday, rather than Thursday and Friday.
- The women’s stages plus the sportive means that there is the opportunity to watch two events on 3 days out of the 4.
- Spectators are watching more of the race with the average spectator watching 1.36 times compared with 1.32 times in 2018 – a marginal increase.
- “Unique” spectators’ resident elsewhere in the UK or overseas decreased in by 27%. This group of spectators tend to spend at a higher level and have a higher impact on overall revenue. This decrease may be linked to the weather forecasts during the build-up to the weekend and the very wet Saturday (which may also explain an increase in numbers on the Sunday if the weather displaced some of the Saturday visitors).
- Accommodation cost per room were lower than in previous years. This may be linked with the areas that the route passed through with average lower priced accommodation in these areas.
- Lower number of accommodation bookings were recorded. With stages being closer together it may be that there was less demand for accommodation.
- The weather was cited by a number of fans as being disappointing on the Saturday

Table 1.2 shows the Economic Impact based on different confidence levels. The final calculations assume lower confidence where lower numbers of responses are available, hence the difference between Tables 1.1 and 1.2. Table 1.3 outlines the potential further economic impact through repeat visitation.

Table 1.2 Total Economic Impact

	TOTAL ACCOMMODATION REVENUE	TOTAL NACC REVENUE	TOTAL
Upper/optimistic	£20,739,414	£49,892,707	£70,632,121
From Survey	£17,454,706	£41,994,470	£59,449,176
Lower/cautious	£14,169,998	£34,096,233	£48,266,231

Table 1.3 Potential Tourism Economic Impact (revisitation)

Would you return to this area as a direct result of the Tour de Yorkshire?

yes	88.35%	2162
-----	--------	------

no

11.65%

285

### 1.3 Reading This Report

Section 2 of this report provides data detailing the profile of spectators. Sections 3, 4 and 5 detail the estimated revenue gained from accommodation and non-accommodation items, by spectator type and shows details of the possible causes of difference in the estimated economic revenue from the 2016 Tour de Yorkshire to the 2019 Tour. Section 6 provides shares some comments from spectators about their experience and motivations.

## 2. Estimated crowd and spectator profile

It was estimated, that between the 2<sup>nd</sup> and 5<sup>th</sup> May 2019, 1.96 million spectators lined the route of the Tour de Yorkshire. There were 6 races held over the four days and a sportive event. A large proportion of spectators watched several stages, and some watched all races. On average spectators experienced the Tour de Yorkshire 1.32 times (last year 1.39 times). Therefore, based on the survey data the “unique” number of spectators that watched the Tour de Yorkshire is calculated at 1,361,111 spectators.

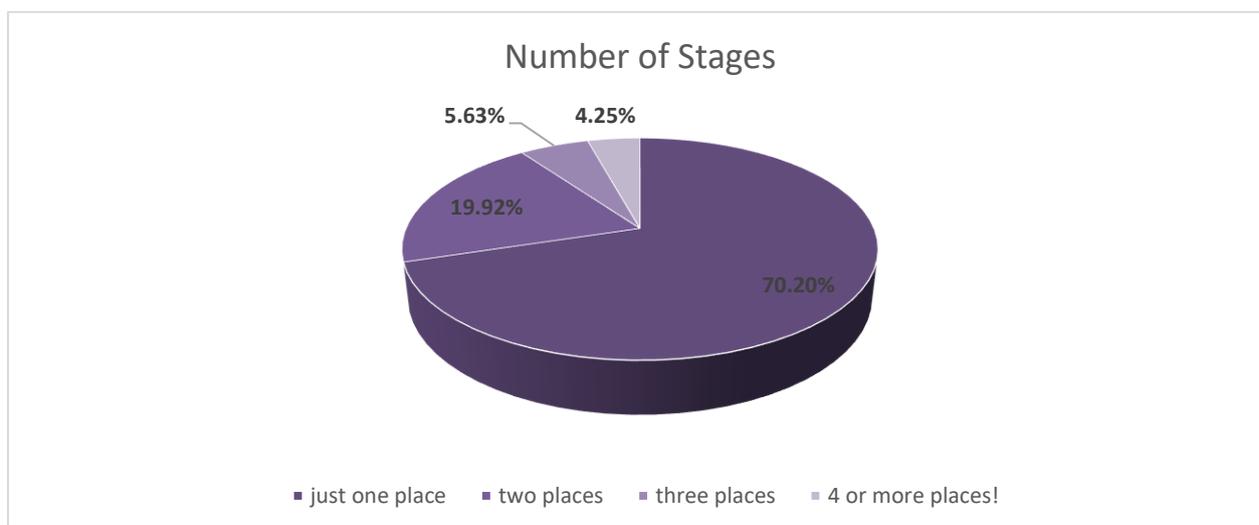
Table 2.1 shows the breakdown of the estimated “unique” spectators from data collected during the 2019, 2018, 2017 and 2016 Tour de Yorkshire events. “Unique” spectators are segmented by residency. From the 2018 survey data it is estimated that 1,093,902 reside within the host county of Yorkshire and 272,222 reside elsewhere in the UK or overseas; an 80% to 20% split. This is broadly in line with both the 2016 and 2018 Tour de Yorkshire survey.

Table 2.1 Resident Type

Where are you resident?	“Unique” spectators	
Home county of Yorkshire	1,093,902	80%
Elsewhere in the UK or overseas	272,222	20%
Total	1,361,111	100%

Table 2.2 Number of locations spectators visited each day

Answer Choices	Responses	
just one place	70.20%	2344
two places	19.92%	665
three places	5.63%	188
4 or more places	4.25%	142



### 3. Demographics of Spectators

Details of the demographic profile of spectators are shown in Table 3.1 to 3.5.

Table 3.1 Age of respondent's party

2019		
Age	Count	%
under 16yrs	2390	16%
16-19yrs	356	2%
20-24yrs	482	3%
25-34yrs	1029	7%
35-44yrs	1851	13%
45-54yrs	3182	22%
55-64yrs	2647	18%
65yrs+	2640	18%

Table 3.1 shows the ages of respondents. In response to 'Including you, please tell us how many people in each age group are in your party today ...'. The results are not directly comparable with previous years, except for 2018, as respondents were asked for the ages of members of their group. In addition, figures were collected for only the second time to show the numbers of under 16-year olds in spectator groups. Nevertheless, adjusted results are broadly comparable with 2018 and previous years.

Table 3.2 Gender of respondent

Gender	Count	%
Male	58.35%	1541
Female	41.23%	1089
Non-binary	0.42%	11

Table 3.2 shows the gender balance of spectators. The 2019 figures for women are very similar to 2016 (42%) and lower than 2017 (50%) and 2018 (49%).

Table 3.3 Ethnicity excluding non-responses 2018

2019		
Ethnicity	Count	%
White	95.97%	2550
Mixed	0.98%	26
Asian/British Asian	0.56%	15
Black/Black British	0.45%	12
Chinese	0.30%	8
Other	1.73%	46
	n=2,657	

Spectators ethnicity was predominately white with numbers consistent with previous years.

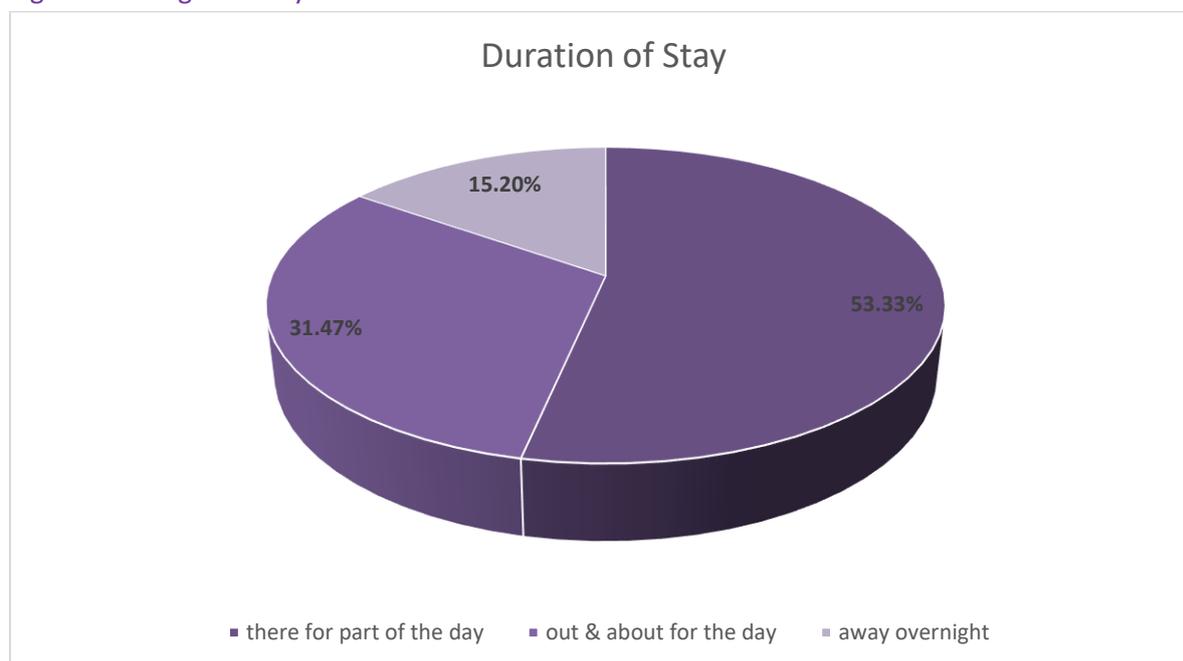
Table 3.4 Accessibility

	Count	%
Yes	105	4%
No	2516	95.99%

Respondents were asked ‘Do you have any impairment that has affected your attendance?’ This was in an effort to gauge how accessible the Tour de Yorkshire has been. Figures responding yes are below the expected percentage for England and Wales (source: ONS) of 8.5 per cent of the population reported their daily activities were ‘limited a lot’<sup>1</sup>, and 9.4 per cent were ‘limited a little’. This is likely to indicate that accessibility is an issue affecting some groups of potential spectators. These figures are very similar to the 2018 data.

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcaredisability/articles/disabilityinenglandandwales/2013-01-30>

Figure 3.1 Length of Stay



This chart illustrates the amount of time visitors spent at the Tour de Yorkshire.

## 4. Economic Assessment – Spectators resident elsewhere in the UK or resident overseas

The economic assessment outlined in this section of the report is based on spectators that completed the Route Spectator Survey or the Online Spectator Survey and are resident elsewhere in the UK or overseas. The economic assessment includes two types of spectators:

- those that specifically came to watch the Tour de Yorkshire; these spectators will be known as ‘Tour de Yorkshire Fans’ (Fans) and
- those that watched the Tour but did not specifically come to the area for that reason are classified as ‘Casual Spectators’ (Casuals)

It is necessary to further sub-divide spectators that are resident elsewhere in the UK or overseas, see Table 4.1 below

Table 4.1 Breakdown of spectators resident elsewhere in the UK or overseas

	Number of survey responses	Estimated number of “unique” spectators (total is 1,361,111)
Elsewhere in the UK or overseas Fans DV (Day Visitors)	63	24,833.48
Elsewhere in the UK or overseas Fans ££ (paid for accommodation)	38	14,978.92
Elsewhere in the UK or overseas Fans FF (stayed with Family and Friends and did not pay for accommodation)	6	2,365.09
Elsewhere in the UK or overseas Casuals DV (Day Visitors)	255	100,516.46
Elsewhere in the UK or overseas Casuals ££ (paid for accommodation)	217	85,537.54
Elsewhere in the UK or overseas Casuals FF (stayed with Family and Friends and did not pay for accommodation)	36	14,190.56
Total	615	242,422*

\* Rounded down=weighted total

#### 4.1 Accommodation Spend for Elsewhere in the UK and overseas

Table 4.2 below details the estimated accommodation revenue from fans resident ‘Elsewhere in the UK and overseas’;

- The estimated accommodation revenue from ‘Elsewhere in the UK and overseas’ Fans based on the ‘From Survey’ estimate, accommodation revenue is £12,138,711 which is significantly lower than 2018 and comparable to 2017.
- The estimated accommodation cost per person per night is £57.23 which is lower than all years except 2016\*\*.
- Average length of stay at 2.5 nights is comparable with previous years, although the data would suggest slightly longer average stays in 2019.
- The estimated number of bed nights from Elsewhere in the UK and overseas Fans resident is 212,103, the lowest figures for the last 4 years of the event.

Table 4.2 Accommodation Revenue for Elsewhere in the UK and overseas Fans

	Average Number of Nights	Estimated accommodation cost Per Night (per person)	Estimated total revenue to accommodation sector
Upper/optimistic	2.5	65.07	£13,800,701
From Survey	2.5	£57.23	£12,138,711
Lower/cautious	2.5	£49.40	£10,476,721

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from Upper/optimistic, From Survey (orange) and Low/cautious (green). \*Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

*\*\*Estimates presented are generally cautious; however, during 2015 and 2016 Tour de Yorkshire “From Survey” data was reported.*

## 4.2 Accommodation Spend for Elsewhere in the UK and overseas Casuals

Table 4.3 below details the estimated accommodation revenue from spectators resident elsewhere in the UK and overseas;

- The estimated accommodation revenue from casual spectators resident elsewhere in the UK and overseas, based on data 'From Survey' estimated accommodation revenue is £2,421,136 compared with £9,464,541 in 2018. Whilst lower than 2018 the figure is up from 2017.
- The estimated accommodation cost per person per night is £51.43, a much lower figure than £118.60 in 2018.
- The number of bed nights from casual spectators resident elsewhere in the UK and overseas is 47,076 compared with 79,802 for 2018, 25,280 for 2017 and 69,444 for 2016.

Table 4.3 Accommodation Revenue for elsewhere in the UK and overseas Casuals

	Average Number of nights	Estimated Accommodation Cost Per Night (per person)	Estimated Total Revenue to Accommodation Sector
Upper/optimistic	3.14	£75.48	£3,553,238
From Survey	3.14	£51.43	£2,421,136
Lower/cautious	3.14	£27.38	£1,289,035

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from Upper/optimistic, From Survey (orange) and Low/cautious (green). \*Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

*\*\*Estimates presented are generally cautious; however, during 2015 and 2016 Tour de Yorkshire "From Survey" data was reported.*

Table 4.4 Summary Accommodation

	2019 £
Elsewhere in the UK and overseas Fans ££	12,138,711
Elsewhere in the UK and overseas Casuals ££ (Lower/ cautious figure used)	£2,421,136
Total	14,559,847

*\*rounded, \*\* lower/cautious figure used in 2018*

### 4.3 Non-accommodation Spend for Elsewhere in the UK and overseas Fans

Table 4.5 below shows the estimated average spend on non-accommodation items per person (e.g. food/drink, merchandise, public transport/taxis, fuel, parking/car hire and “other”). Due to margins of error\* Upper/optimistic, From Survey and Lower/cautious estimates are shown. As expected, spectators who stayed overnight with friends and family spend less on non-accommodation items than Day Visitors and spectators that stay over and pay for accommodation.

Table 4.5 2019 Estimated non-accommodation revenue by spectator type that reside elsewhere in the UK or overseas

2019	Estimated spend per person £	Estimated total spend £
Elsewhere in the UK and overseas TdY Fans DV		
Upper/optimistic	£25.43	£14,533,373
From Survey	£23.02	£13,157,082
Lower/cautious	£20.61	£11,780,791
Elsewhere in the UK and overseas Tdy Fans ££		
Upper/optimistic	£92.62	£4,125,459
From Survey	£74.54	£3,320,369
Lower/cautious	56.47	£2,515,279
Elsewhere in the UK and overseas TdY Fans FF		
Upper/optimistic	£59.59	£328,848
From Survey	£36.83	£203,267
Lower/cautious	£14.08	£77,685
Elsewhere in the UK and overseas Casuals DV		
Upper/optimistic	£82.10	£2,038,892
From Survey	£58.21	£1,445,634
Lower/cautious	£34.32	£852,377
Elsewhere in the UK and overseas Casuals ££		
Upper/optimistic	£149.95	£2,246,023
From Survey	£114.05	£1,708,311
Lower/cautious	78.15	£1,170,598
Elsewhere in the UK and overseas Casuals FF		
Upper/optimistic	£50.11	£118,510
From Survey	£27.00	£63,858
Lower/cautious	£3.89	£9,205

**Notes:**

\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from Upper/optimistic, From Survey (orange) and Low/cautious (green). \*Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.

Estimates presented are generally cautious; however, during 2015 and 2016 Tour de Yorkshire “From Survey” data was presented.

Survey Question “Please estimate for us roughly (to the nearest pound) how much you & your party spent on an average day whilst attending the Tour de Yorkshire.”

Table 4.6 Summary

	2019
Elsewhere in the UK and overseas Fans DV (Day Visitors)	£13,157,082
Elsewhere in the UK and overseas Fans ££ (paid for accommodation)	£3,320,369
Elsewhere in the UK and overseas Fans FF (stayed with Family and Friends and did not pay for accommodation) **	£77,685
Elsewhere in the UK and overseas Casuals DV (Day Visitors)	£1,445,634
Elsewhere in the UK and overseas Casuals ££ (paid for accommodation) **	£1,170,598
Elsewhere in the UK and overseas Casuals FF (stayed with Family and Friends and did not pay for accommodation) **	£9,205
Total	£19,180,573

\*rounded, \*\*Lower/cautious figures used where statistics are reliant on very small number of responses

To summarise Table 4.6 presents the total non-accommodation revenue from elsewhere in the UK

## 5. Economic Assessment – Spectators resident in the host county of Yorkshire

The economic assessment outlined in this section of the report is based on spectators that completed the Route Spectator Survey or the Online Spectator Survey that are residents of the host county of Yorkshire. The economic assessment includes spectators that specifically came to watch the Tour de Yorkshire; these spectators will be known as Yorkshire Fans. This section will also include the economic assessment of spectators that did not consider watching the Tour. However, these spectators will be known as Yorkshire Casual Spectators as they had a casual interest in the Tour and became spectators of the Tour.

As with residents elsewhere in the UK or overseas spectators, the spectators that are residents of the host county of Yorkshire are also sub-divided; see Table 5.1.

Table 5.1 Breakdown of spectators who are resident in the home county of Yorkshire

	Number of survey participants	Estimated number of "unique" spectators (total is 1,361,111)
Yorkshire Fans DV (Day Visitors)	1450	571,564
Yorkshire Fans (££) (paid for accommodation)	113	44,542
Yorkshire Fans FF (stayed with Family and Friends and did not pay for accommodation)	14	5,518
Yorkshire Casual Spectators DV (Day Visitors)	734	289,329
Yorkshire Casual Spectators (££) (paid for accommodation)	17	6,701
Yorkshire Casual Spectators FF (stayed with Family and Friends and did not pay for accommodation)	9	3,547
	2,337	921,201*

\* rounded down-weighted total

## 5.1 Accommodation Spend by Yorkshire Fans

Table 5.2 below details the estimated accommodation revenue from spectators resident in Yorkshire collected in the Route and On-line surveys for the Tour de Yorkshire 2019.

- Based on the 'From Survey' estimate, accommodation revenue in 2019 is £2,529,847 is the lowest accommodation revenue recorded.
- The estimated accommodation cost per person per night is £56.80, much less than £72.68 the previous year but more than 2017 and 2016.
- The estimated total number of bed nights from Yorkshire Fans is 44,539 in 2019 compared to 137,528 in 2018, 113,775 for 2017 and 209,938 for 2016.

Table 5.2 TdY Fans resident in the host county of Yorkshire: Accommodation Revenue

	Average Number of Nights	Estimated accommodation cost Per Night (per person)	Estimated total revenue to accommodation sector
Upper/optimistic	2.1	64.79	£2,885,981
From Survey	2.1	£56.80	£2,529,846
Lower/cautious	2.1	£48.80	£2,173,711

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from Upper/optimistic, From Survey (orange) and Low/cautious (green). \*Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error of 10% is shown by saying the average spend is between the upper to lower information as shown.*

*\*\*Estimates presented are generally cautious; however, during 2015 and 2016 Tour de Yorkshire "From Survey" data was reported.*

## 5.2 Accommodation Spend by Yorkshire Casual Spectators

The estimated accommodation revenue from casual spectators resident in the home county of Yorkshire, based on the 'From Survey' estimate accommodation revenue is £365,013 compared to £2,771,706 in 2018. £764,125 for 2017 and £1,528,265 for 2016\*\*.

- The estimated accommodation cost per person per night is £54.47 in 2019 compared to £60.49 in 2018, £30.37 for 2017 and £44.03 for 2016\*\*.
- The estimated number of bed nights from Yorkshire casual spectators was 6,701 in 2019, considerably lower than the 45,821 in 2018, 25,232 and 34,707 in 2016.

Table 5.3 Yorkshire Casual Spectators: Accommodation Revenue

	Average Number of nights	Estimated Accommodation Cost Per Night (per person)	Estimated Total Revenue to Accommodation Sector
Upper/optimistic	2.59	£74.54	£499,495
From Survey	2.59	£54.47	£365,013
Lower/cautious	2.59	£34.40	£230,531

*\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from Upper/optimistic, From Survey (orange) and Low/cautious (green). \*Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.*

*\*\*Estimates presented are generally cautious; however, during 2015 and 2016 Tour de Yorkshire "From Survey" data was reported.*

To summarise Table 5.4 below presents the total accommodation revenue from host county of Yorkshire spectators based on data in the 'From Survey' category.

Table 5.4 Summary Accommodation

	2019
Yorkshire Fans ££	£2,529,846
Yorkshire Casuals ££**	£230,531
Total	£2,760,377

*\*rounded, \*\*Lower/cautious*

### 5.3 Non-accommodation revenue by Yorkshire Fans and Casuals

Table 5.5a below shows the estimated average spend on non-accommodation items per person (e.g. food/drink, merchandise, public transport/taxis, fuel, parking/car hire and “other”).

Upper/optimistic, ‘From Survey’ and Lower/cautious estimates are shown to allow for \*margins of error.

As expected, spectators who stayed overnight with friends and family spend less on non-accommodation items than Day Visitors and spectators that stay over and pay for accommodation. Additionally, spectators resident in the host county of Yorkshire generally spend less per person than spectators resident elsewhere in the UK and overseas. One of the reasons for this is due to the fact that participants residing in Yorkshire are asked not only to share details of how much they spend whilst watching the Tour de Yorkshire but also to share details of how much they would have spent on a normal day (i.e. not at the Tour de Yorkshire event).

The normal day spend (assuming all money spent is spent in Yorkshire) is deducted from the total amount spent at the Tour de Yorkshire. Negative revenue suggests that spectators spend more on a normal day than they do as a spectator of the Tour de Yorkshire. This may be due to a number of reasons. For example, these spectators completing a “major weekly shop” at the supermarket and/or general paid- for entertainment and / or spending comparatively little whilst watching the race.

Table 5.5 2018 Estimated non-accommodation revenue by spectator type that reside in the host county of Yorkshire

	Estimated spend per person)	Estimated total revenue £
Yorkshire TdY Fans DV		
Upper/optimistic	25.43	£14,533,373
From Survey	£23.02	£13,157,082
Lower/cautious	£20.61	£11,780,791
Yorkshire TdY Fans ££		
Upper/optimistic	92.62	£4,125,459
From Survey	£74.54	£3,320,369
Lower/cautious	56.47	£2,515,279
Yorkshire TdY Fans ££		
Upper/optimistic	£59.59	£328,848
From Survey	£36.83	£203,267
Lower/cautious	£14.08	£77,685
Yorkshire Casuals DV		
Upper/optimistic	17.46	£5,051,638
From Survey	£11.969	£3,440,603
Lower/cautious	£6.32	£1,829,567
Yorkshire Casuals ££		
Upper/optimistic	84.75	£567,897
From Survey	£48.59	£325,594
Lower/cautious	12.43	£83,292
Yorkshire Casuals FF		
Upper/optimistic	£4.85	£17,216
From Survey	£2.11	£7,489
Lower/cautious	-£0.63	-£2,237

\*Average of total nights in paid accommodation based on sample. \*Table provides details of estimated spend from Upper/optimistic, From Survey (orange) and Low/cautious (green). \*Using Statistical Inference, the mean spend in the population inferred from the sample with a confidence interval of 95% and an allowable error or 10% is shown by saying the average spend is between the upper to lower information as shown.

\*\*Estimates presented are generally cautious; however, during 2015 and 2016 Tour de Yorkshire "From Survey" data was presented.

Table 5.6 Total host county of Yorkshire non-accommodation revenue

	2019
Yorkshire TdY Fans DV	£13,157,082
Yorkshire TdY Fans ££	£3,320,369
Yorkshire TdY Fans FF**	£77,685
Yorkshire Casuals DV	£3,440,603
Yorkshire Casuals ££**	£83,292
Yorkshire Casuals FF**	-£2,237
Total	£20,076,794*

\*rounded, \*\*Lower/cautious \*rounded, \*\*Lower/cautious figures used where statistics are reliant on very small number of responses

## 6. General feedback from all spectators

Survey participants were also asked a series of questions aside to establish behaviour and their thoughts and feeling so the Tour de Yorkshire. The following information provides details of their behaviour and experience of the Tour.

**Table 6.1 Motivations for spectating**

Is the Tour de Yorkshire the main reason you came to this area today?

yes	71.21%	2276
no	28.79%	920

**Table 6.2 Attendance the Previous Year**

Answer Choices	This is a repeat visit	
Yes	71.56%	2418
No	28.44%	961

**Table 6.3 Reasons for watching this year**

I was just passing	4.66%
support local events	55.41%
see the performance of the cyclists	71.968%
cultural/educational improvement	6.60%
to do something special	35.46%
friendly atmosphere	46.01%
to have new experiences	15.56%
to have fun	45.30%
it is relaxing entertainment	17.18%
part of a community of like-minded people	37.61%
I'm involved in the festival	8.22%
spend time with friends/family	37.64%

**Table 6.4 How did you know the event was coming?**

Email	9%
Advertisement	7%
Road Signs	5%
News Coverage	19%
Social Media	18%
Previous Visit	7%
Cycle Club	2%
Recommendation	7%
Tourist Information	0%
Other Website	6%
Official Website	7%
Local Council	7%
Unaware of Event	1%
Other	6%

Figure 6.1 How many places did you watch the race from each day?

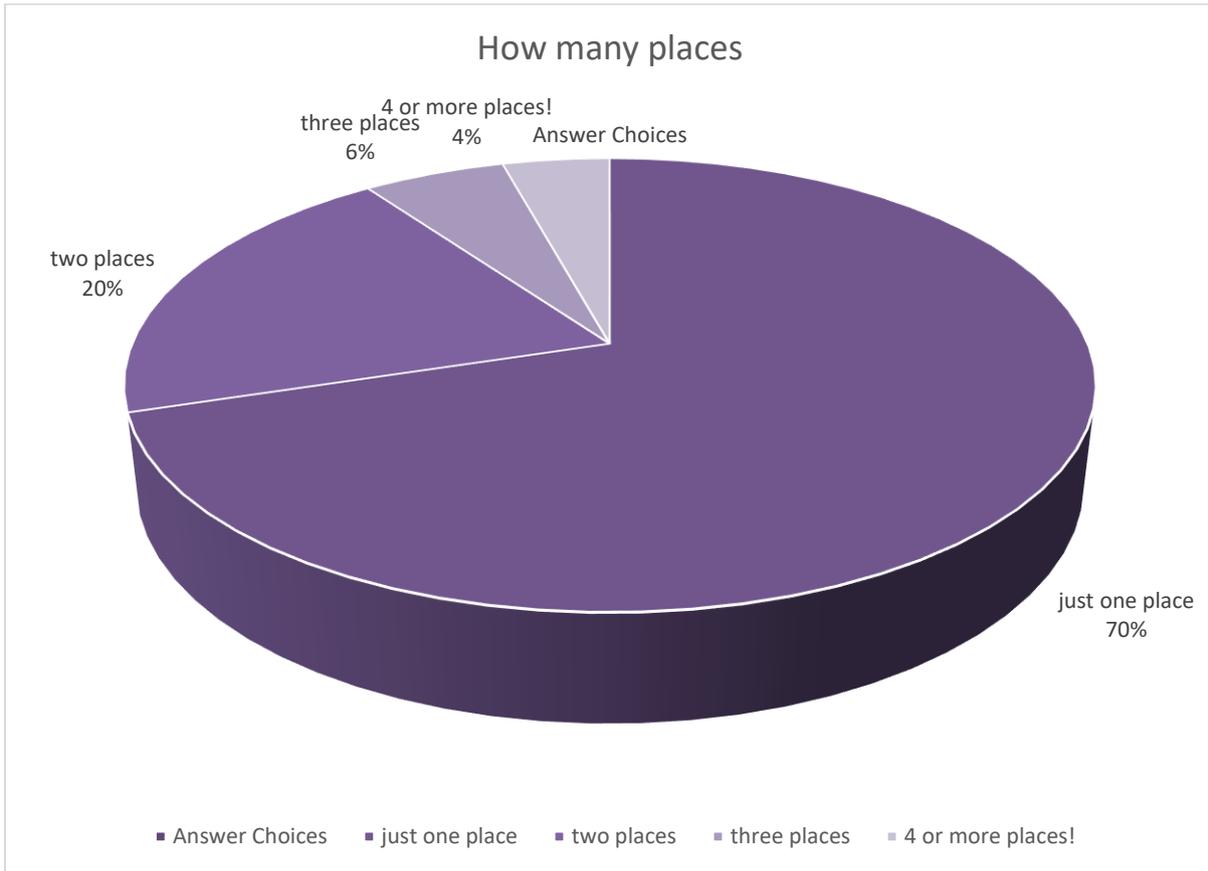


Figure 6.2 Which Stages of the Tour De Yorkshire did you experience OUT & ABOUT as a spectator?

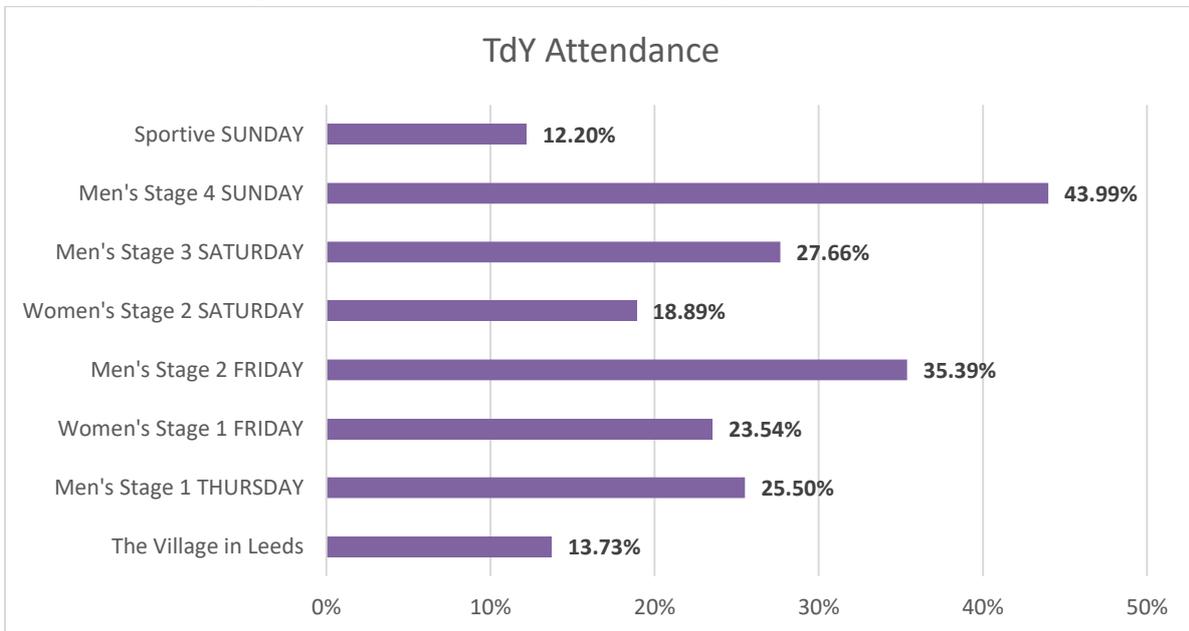


Table 6.5 Average expenditure by category, per person spending in that category and percentage of people spending in each category

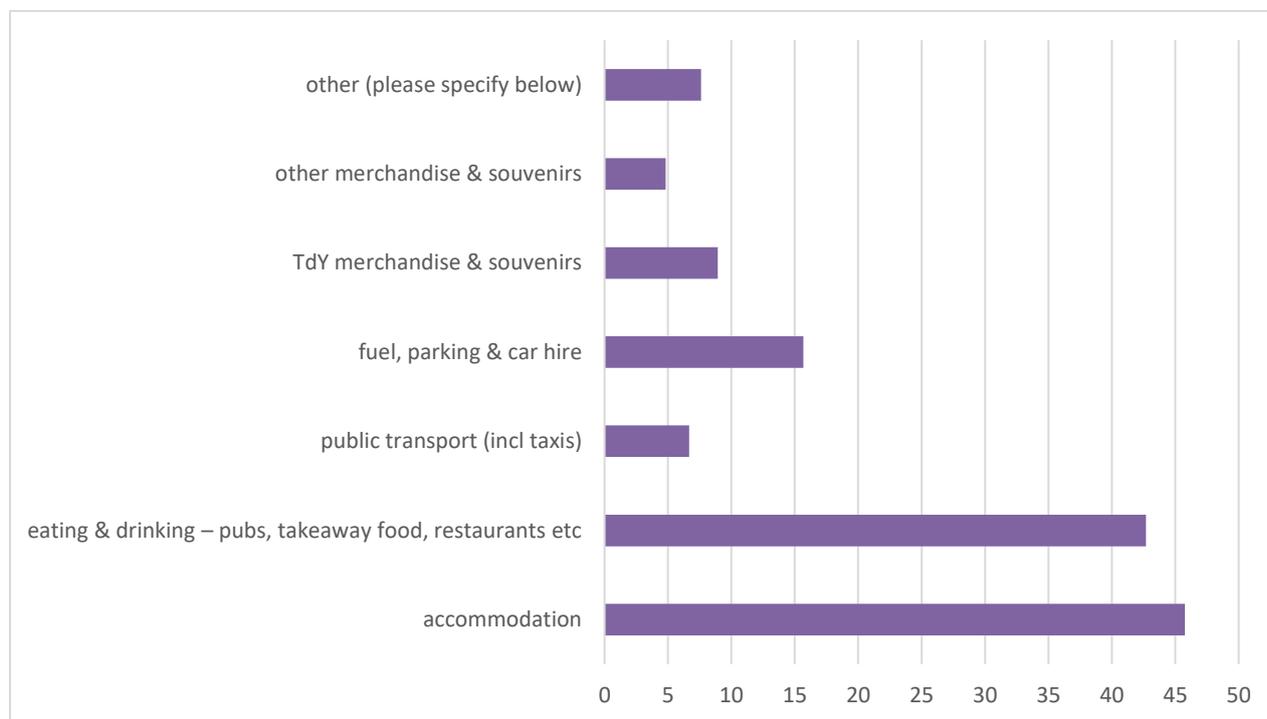


Table 6.6 What else did you purchase whilst you were visiting the area?

Souvenirs	16
Entertainment	29
Flags	30
Groceries	19
Gifts	8
Toiletries	3
Clothes/ Jewellery	70
Stationery/ Decorations	15
Furniture	11
Plants	7
Toys	1
Books/ Magazines	3
Sportif Tickets	15
Art	3
Cycle Gear	13
Other	12

Table 6.7 illustrates the other items people would have purchase. A number of responses stated that there were no souvenirs, that the souvenirs were too expensive or that the caravan was too early. Some of the items listed were available (illustrated in Table 6.7). A number of responses also suggested that it was difficult to find programmes to purchase.

Table 6.7 Was there anything you would have liked to buy but could not?

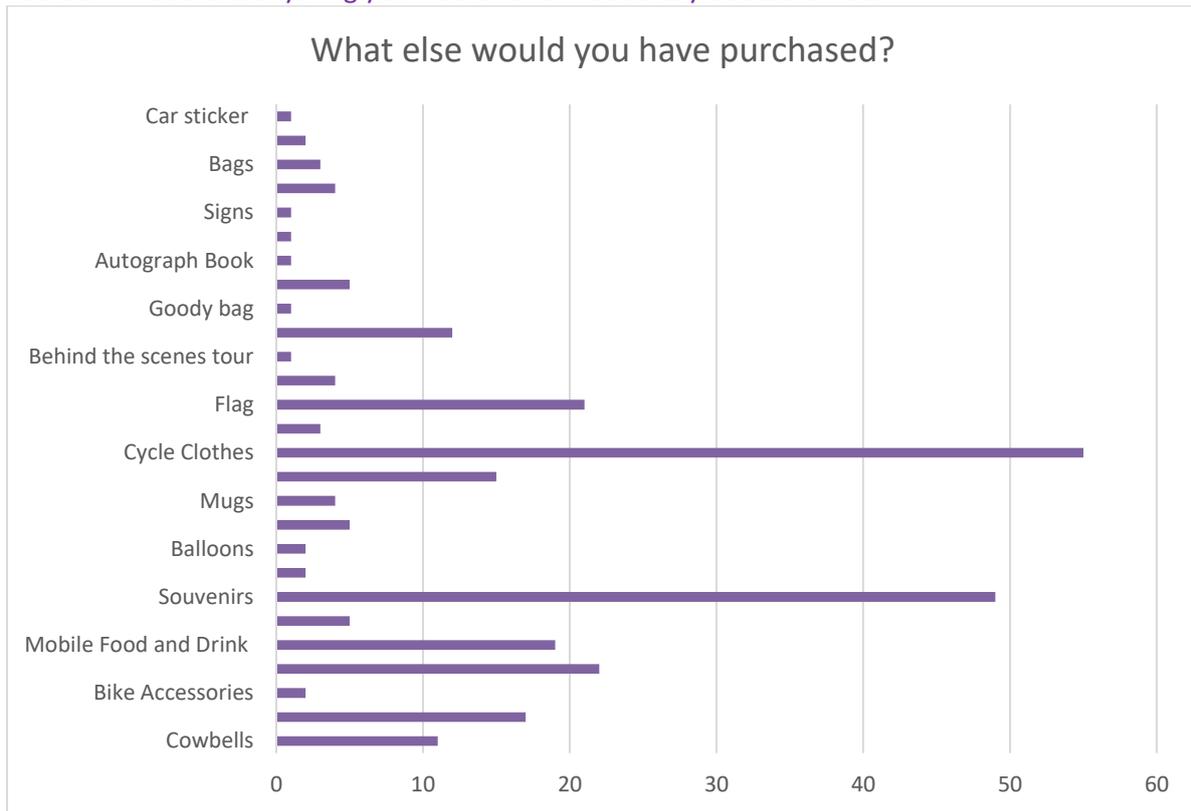
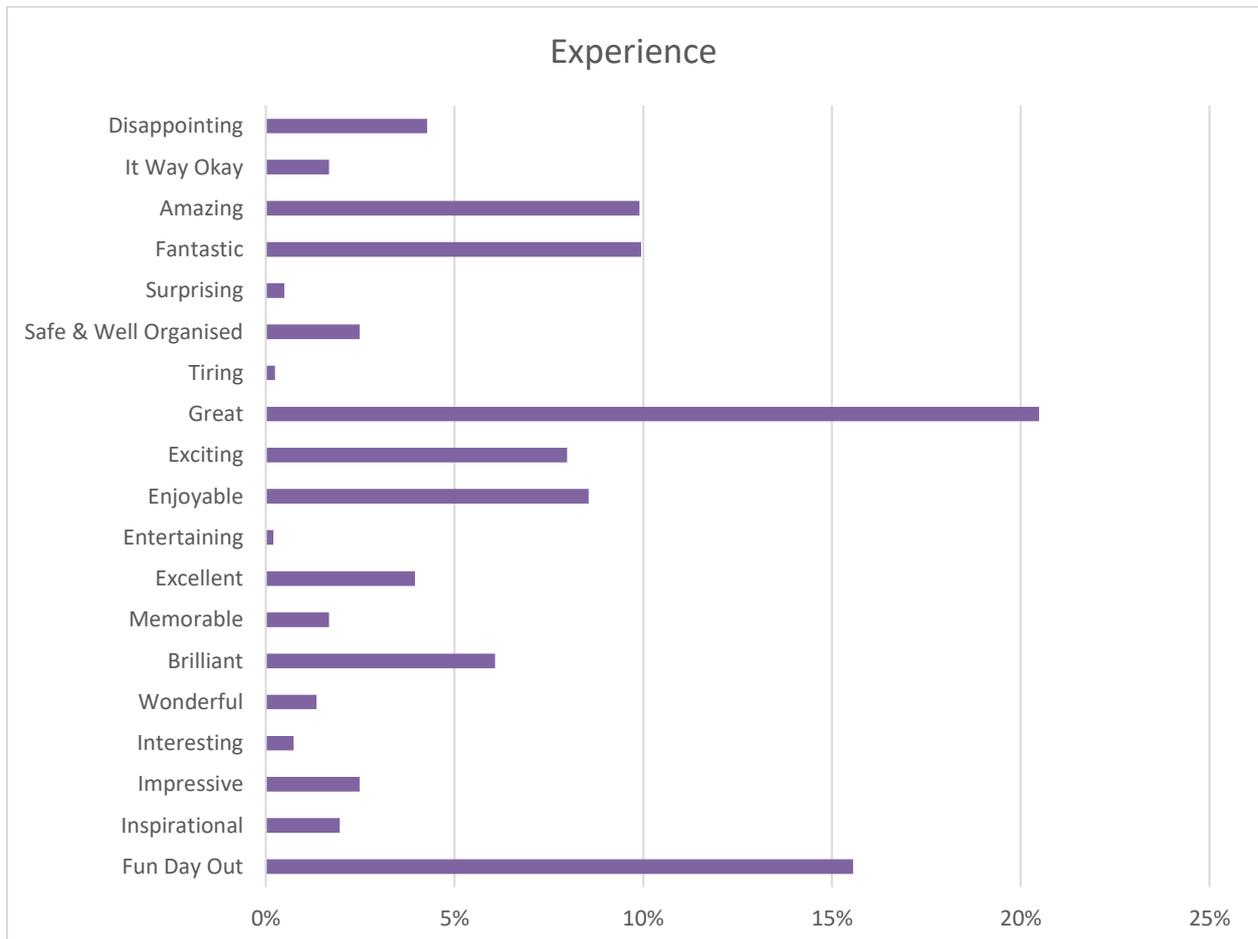


Table 6.8 Themed analysis of spectator quotes of their TdY experience





- An amazing community spirited event, keep up the good work
- Brings the community together and inspires pride in Yorkshire.
- Community spirit at its best! Love all the police and vehicles that come before the bikes. Then the power and strength of the cyclists! Just WOW!
- Great atmosphere, built community spirit in my hometown, delivered boost to economy of region
- It is a fantastic time or the community to get together to celebrate a fantastic sporting event
- Regular annual event which brings excitement and community spirit to my locality.
- Wonderful family day out, I was part of the working party in Hornsea when it came through in 2018 which brought the community together which then had a knock on effect in the recent local election as local independent people have been elected to the town council and the back of everyone efforts in decorating the town for 2018 TDY. please don't ever underestimate the power of something as simple cycle race passing through a town for 5mins!!

#### Sample of Yorkshire Themed Responses

- A combination of sporting excellence & great organisation and hospitality which makes me proud to be a Yorkshireman A fantastic atmosphere celebrating the best of Yorkshire with the best of cycling
- A FANTASTIC OPPORTUNITY TO SEE YORKSHIRE AS PART OF THE WORLD STAGE
- A fantastic spectacle which made me a proud Yorkshireman
- A great day out experiencing part of Yorkshire not visited before
- A great day out in the Yorkshire Dales.
- A great spectacle and friendly Yorkshire people.
- Big crowd, landscape to marvel at, sporting prowess, part of the annual calendar, a showcase for Yorkshire
- Brilliant atmosphere. Showcases Yorkshire
- Brilliant opportunity to see glorious Yorkshire
- Excellent day out, chatting with other supporters, strolling around Scarborough feeling proud to be a Yorkshire lass at a great Yorkshire event.
- Exiting And Inspirational Makes You proud To Be A Yorkshire Person .
- Fantastic day which makes you feel really proud to be from Yorkshire
- Great spectacle for Yorkshire , great crowds enjoying themselves
- Immensely proud to be from Yorkshire and be associated with such a prestigious event.
- It's a great showcase for Yorkshire.
- Putting Yorkshire on the map
- The Piece Hall provided a wonderful arena to showcase the Tour De Yorkshire.
- Well-organised and good to see it happening in Yorkshire
- Yet again, a fantastic event, inspiring cyclists and a great and proud day for Yorkshire. I hope TdY is never taken for granted and goes on forever.

#### Sample of Potential Improvements/Critical Feedback Responses

- Awful. Police should stick to speed limits and Be aware especially when race is nowhere near
- A little disappointing this year :(
- daft name-why not "tour of yorkshire" and call the stages "stages" we don't need a French culture
- Disappointed that Ineos, who are a threat to Yorkshire are attempting to Greenwash their polluting activities.
- Disappointed with all the greenwash. Energy companies are using the sport's environmental image to promote planet-wrecking activities. Shocked by the amount of useless tat distributed by caravan and absence of electric support vehicles. You have to do better on this

- Disruption to traffic (Does the public highway really need to be closed for quite so long?)
- Enjoyable day out but very disappointed in the website, in particular lack of results. 120 men set off, but only the top 10 get a mention, similar for the women.
- Excellent, road closed signs need altering to say "rolling closure" everyone thought shut for all the hours stated
- Fine, over too quick!! Caravan disappointing, and too much before race.
- Good, but needs more promotion of where to go: we got into Leeds and weren't sure what was happening where ...
- Great event that we follow every year but this location needs a platform so wheelchair users can see.
- I felt the route lacked a bit compared to last year, no Ilkley Moor finish was disappointing
- I took part in the sportive (as I have done every year) but was disappointed it was the same route as last year. The experience is always great with so many people at the side of the road encouraging riders.
- It was great to see the women's race but it was a very early start and I was disappointed it was only 2 days long.
- It was in the town I live in day 1. Halifax start was a big disappointment.
- Ladies racing is as good as the mens! needs an extra day.
- spoilt by the ridiculous behaviour of Ineos - why should they have a barriered team area, why the need to employ security to accompany rider to sign on and escort after finish, utterly pathetic behaviour and should not be tolerated
- there is a need to show the village names and more of the crowds on route, to keep the crowd numbers up in the future, this is more than a bike race , it is showcasing Yorkshire. If you don't place emphasis on the people watching and the places they live and love you will risk losing the popularity and their amazing support.
- Was disappointed the market wasn't on in the morning, but enjoyed seeing cyclists and helicopters

Table 6.9 Without the tour de Yorkshire?

Question: If you were not at the Tour de Yorkshire what would you have been doing? (Please tick all that apply)

Answer Choices	Responses	
at home	70.15%	2099
at work	25.37%	759
shopping in this area	5.72%	171
entertainment in this area	6.35%	190
shopping elsewhere in Yorkshire	3.71%	111
entertainment elsewhere in Yorks	6.85%	205
other (please specify)		531

2018 data is provided here for comparison.

Answer Choices	%Responses	%Respondents
at home	50.9%	59.3%
at work	26.1%	30.3%
shopping in this area	5.8%	6.7%
entertainment in this area	6.6%	7.7%
shopping elsewhere in Yorkshire	2.5%	2.9%
entertainment elsewhere in Yorkshire	8.0%	9.3%
other (please specify)	0.0%	0.0%



Dimension Data	8.87%	168
other (please specify)	16.42%	311

## 8. Conclusion

The data for the Tour de Yorkshire shows that many spectators enjoyed the event and have been more than once as their experiences have been so positive. Attendance, spend and revenue is lower than previous years. The potential factors leading to this are discussed in the report. Also, to be noted are the comments of the spectators; the vast majority indicated a really positive response to the now four-day event, and the potential impact of future visits as a result of the event.