



The Impact of the 5th edition of Tour de Yorkshire

The race was held between 2nd and 5th May 2019 over a total of 885.5km. The towns which hosted the starts and finishes were:

Date	Men/Ladies	The ...	From..	...To	Distance
Thursday 2 rd May	Men	Heritage stage	Doncaster	Selby	182.5km
Friday 3 rd May	Men	World stage	Barnsley	Bedale	132km
Friday 3 rd May	Ladies	World stage	Barnsley	Bedale	132km
Saturday 4 th May	Men	Yorkshire Coast Stage	Bridlington	Scarborough	132km
Saturday 4 th May	Ladies	Yorkshire Coast Stage	Bridlington	Scarborough	132km
Sunday 5 th May	Men	Yorkshire Classic	Halifax	Leeds	175km

Race spectators

1.96 million spectators watched the four days of the race. Many of these spectators attended more than one day of the race.

80% of spectators were Yorkshire residents; 20% from elsewhere in the UK and abroad.

Spectator spend

Total spending by all spectators amounted to **£59,449,176**

This is broken down into:

	2015	2016	2017	2018	2019
Accommodation	£20,303,754	£25,951,797	£27,625,971	£41,161,549	£17,454,706
Non-accommodation	£29,407,682	£33,053,034	£35,890,406	£56,812,257	£41,994,470
TOTAL	£49,711,436	£59,004,831	£63,516,377	£97,973,806	£59,449,176

Accommodation spend is down 58% on 2018

Non-accommodation spend (food & drink, transport etc) is down 26% on 2018 and up 17% on 2017.

Overall spend is down **39% on 2018**.

Impact of other attendees

This is the spending of the athletes, journalists and officials who were directly involved in the race
£402,853

Total impact £59,852,029 (reported at £60m)

Spectator survey

The survey was conducted by independent research agency GRASP, involving over 3,466 respondents using two methods; in person at each stage of the race and online. Report by Leeds Beckett University.