



About the Organisers

SweetSpot

- Founded in 2002, SweetSpot Group is an events and sports marketing company specialising in the creation and execution of high quality and commercially successful sporting events.
- Drawing together highly skilled and experienced sporting, organisational and commercial expertise from a wide range of disciplines, SweetSpot Group deliver individually tailored events, smoothly, safely and with a high impact for all partners.



Event Benefits

- Economic and business development
- Media profile
- Tourism and promoting specific destinations
- Cycling development and participation
- Safe cycling
- Sustainable cycling transport initiatives, e.g. cycle hire schemes, cycle to work
- Cycle networks and cycle tourism



Background

- Eleven years of growth since 2004 and The Aviva Tour of Britain is a cornerstone of the UK's sporting calendar
- Britain's biggest and best, professional bike race.
- Upgraded to 2.HC (hors categorie) status by the UCI.
- Biggest live attendance of any sporting event in the UK
- 20 teams, from 10 different countries
- 7 British teams, including national squad
- Riders from 20+ different nations
- World class riders such as Sir Bradley Wiggins, Mark Cavendish, Edvald Boassen Hagen ensure the strongest line up
- The UK's biggest free to attend sporting event

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Spectators and Economic Impact



- Approx 1.5 million live spectators across eight day event
- Average of 180,000 spectators per Stage
- Approx 80% of spectators are from outside the local area
- Approx 15% of visitors stay overnight
- Almost 60% of spectators are inspired to cycle more often
- The net additional economic impact from non-local spectators averages between £3m-£5m per stage

Domestic Broadcast



- Broadcast on both ITV4 and British Eurosport in the UK.
- Stage One live on ITV
- Over 24-hours of coverage on ITV4, free-to-view, terrestrial television
- Live coverage on ITV4 of Stages 2 to 8 (3-hours) plus one-hour highlights programme each evening, repeated following daytime.
- Live coverage on ITV4 attracts an average audience of over 400,000 viewers,
- Total viewers of over 9m on all ITV1/ITV4 programmes
- Live coverage by British Eurosport– all eight stages live plus nightly highlights. Additional post-Tour coverage by British Eurosport with 60-minute highlights programme, repeated on several occasions.

International Broadcast

Broadcast distribution summary





4- 11 Sept 2016

