

Tour of Britain 2017

Northumberland – Stage 2

Monday 4 September

Kielder Water Forest Park to Blyth

# NORTHUMBERLAND

Northumberland County Council

OVO energy  
**TOUR OF BRITAIN**

1 EDINBURGH TO KELSO  
SUNDAY 3 SEPTEMBER 2017

2 KIELDER WATER AND FOREST PARK TO BLYTH  
MONDAY 4 SEPTEMBER 2017

3 NORMANBY HALL COUNTRY PARK TO SCUNTHORPE  
TUESDAY 5 SEPTEMBER 2017

4 MANSFIELD TO NEWARK-ON-TRENT  
WEDNESDAY 6 SEPTEMBER 2017

5 THE TENDRING STAGE INDIVIDUAL TIME TRIAL  
THURSDAY 7 SEPTEMBER 2017

6 NEWMARKET TO ALDEBURGH  
FRIDAY 8 SEPTEMBER 2017

7 HEMEL HEMPSTEAD TO CHELTENHAM  
SATURDAY 9 SEPTEMBER 2017

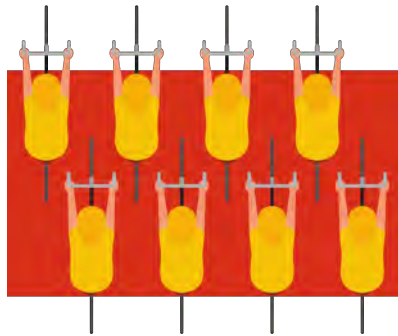
8 WORCESTER TO CARDIFF  
SUNDAY 10 SEPTEMBER 2017

#OVOToB  
tourofbrtain.co.uk

HSBC UK  
BRITISH CYCLING

UCI EUROPE TOUR

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Extensive coverage in cycling press including a 12 page preview in Cycling Weekly

**85,000 people** visited the dedicated Tour of Britain micro site on Visit Northumberland

**17.8 million** potential audience reach of #NlandTOB and there were 34.3 individual tweets using #TourofBritain

**665,000 people** visited the Tour of Britain site featuring Northumberland content

Extensive coverage in regional news bulletins on ITV and BBC over both days

**120 articles** in local press with a potential readership of over **8 million people**

**33 major international publications** reported daily on the race including Gazzetta Dello Sport, L'Equipe and the Times of India

**PRESS**

2017 Race will be live televised on both ITV4 and Euro Sport

This will definitely be the last three hours but could also be the whole race

**NORTHUMBERLAND**  
Northumberland County Council

**2015 TOUR OF BRITAIN NORTHUMBERLAND LEG**

ACTIVE NORTHUMBERLAND in partnership with Northumberland Northumberland County Council

The race visited **29 communities in Northumberland** and there were **5 organised community events**

Direct economic impact of hosting the race in Northumberland was **£2.2 million** (Equivalent to 28 FTE jobs)

Over **10,500 children** from **63 schools** watched the race in an organised group

Over **67%** of attendees were inspired to cycle more often

TV Coverage was broadcast by **13 broadcasters** in **129 countries or territories** and this represents a total potential TV reach of **116.5 million people**

Online coverage for 8 days by BBC online and Sky Sports

Equivalent advertising value of primary ITV coverage approximately **£3 million**

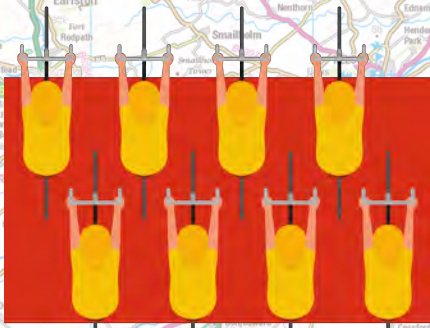
TV audience average viewing figures for the Northumberland stages was over **300,000**

TV audience for stage highlights Edinburgh to Blyth was **519,000** the highest figure for all eight stages

Total number of spectators who watched the race in Northumberland was **115,000** and of these **21% came from outside the North East region**

**37% rise** in unique visitors to visit Northumberland during September as a result of the Tour of Britain

**BBC sky**



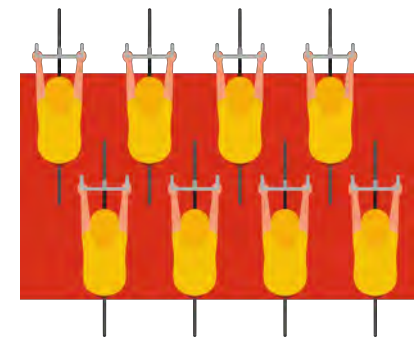
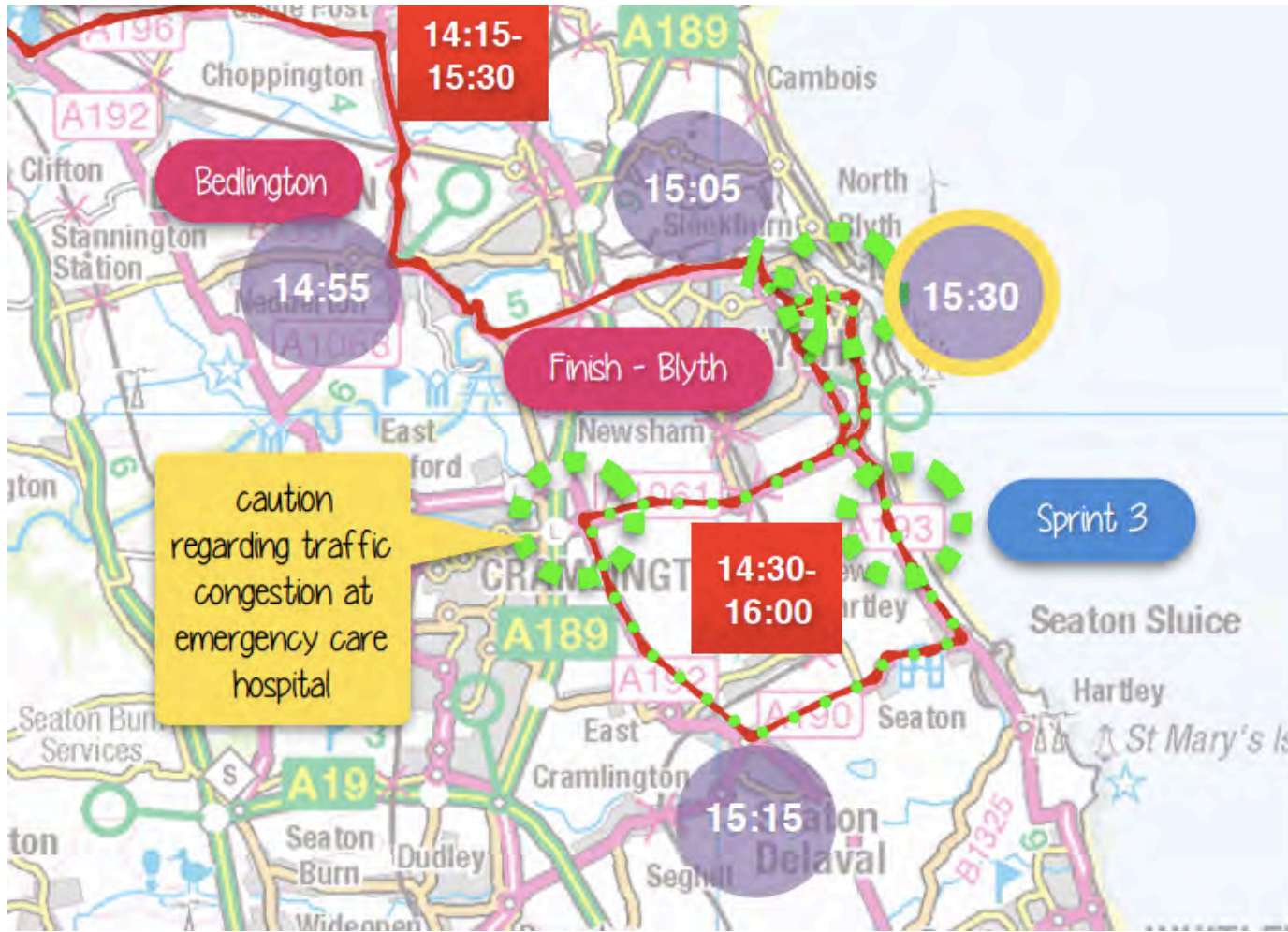
**Northumberland**  
**Tour of Britain 2017**  
**Stage 2**  
**Mon 4 September**

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