



## Inaugural Tour of Alberta was a Huge Hit

### EDMONTON, Alberta

The Tour of Alberta, Canada's largest professional cycling race was an overnight success based on data recapping the inaugural race.

"When you look at all the figures from last year, the inaugural Tour was a phenomenal success," said Duane Vienneau, the Executive Director of the Tour of Alberta. "We want to build on last year's successes and continue to make this one of the world's top professional bike races outside of Europe. Last year proved that Alberta could compete on the world level; the Tour is only going to get bigger and better in the future."

Vienneau reviewed a summary report at today's press conference, highlighted by a gross economic activity of \$24 million by the Province:

### SPORT AND COMMUNITIES

- Winner: Rohan Dennis, Australia, Team Garmin-Sharp
- Athletes from 25 countries
- 15 of the world's top teams, including five teams from Tour de France
- Participation of 2011 Tour de France winner Cadel Evans
- Participation of World's number two-ranked rider Peter Sagan
- Canada's largest cycling event
- One of the top stage races in North America
- 6 days and 20 communities

### TELEVISION BROADCAST

- Six days of national and international television coverage
- 30 hours of total live coverage on Sportsnet
- Broadcasted to more than 162 countries around the world
- 41 million international television viewers
- 200+ credentialed media

## **WEB, TOUR TRACKER AND SOCIAL MEDIA**

- 115,000 Tour Tracker daily downloads during Tour
- 1.4 million website page views from April to September
- 60+ million Twitter impressions
- 23+ million Facebook impressions
- 65 countries talking about the race
- 16.7 million online media impressions

“We're excited to see the Tour of Alberta coming back! Cycling is a great marketing and communication platform to showcase a city and or region. Few events have the ability like cycling does to show the beauty of Alberta. The fact that there were more than 60 million mentions on social media platforms in 65 countries illustrates the capabilities of cycling as a true marketing platform”, said Yoeri Geerits, Vice President, Repucom Canada, a world leader in Sports and Entertainment data collection.

### **For more information, please contact:**

#### **Local Contact:**

Kylee Quinn  
Marketing & Office Manager, Tour of Alberta  
780.909.3536  
kyleeq@albertapeloton.ca

#### **International Contact:**

Steven Brunner  
President, KOM Marketing  
1.719.322.7022  
sgbrunner@KOM-sports.com