

# The Tour of Britain



## *Economic impact of the Women's Tour*

### What our client wanted

The Friends Life Women's Tour was Britain's first ever UCI level stage-race for women, taking place for the first time in 2014. Organised by SweetSpot Group, The Friends Life Women's Tour sees the world's top female cyclists racing on British roads against Olympic heroines and the top domestic stars across five stages every May.

### What we did

Frontline worked with the Tour organisers to assess the economic impact of the inaugural Women's Tour. We produced a series of five economic impact reports (one per stage), showing the economic impact of the stage at a local, regional and national level.

The key challenge for this research has been the need to identify the best way to capture the views of a representative sample of spectators. This proved challenging both because the 500 kilometre route was too long to allow us to capture views through face to face interviews and because the free to view nature of the event meant that we had no access to spectator contact details. We resolved this both by adopting a collaborative approach, with race marshals capturing the e-mail contact details of spectators willing to take part in an e-survey, and by utilising social media, including attaching links to the survey to the Women's Tour website, and issuing the survey link to Tour followers on Facebook and Twitter. This allowed us to successfully capture the views of 1,173 spectators at the 2014 Women's Tour.

### What difference we made

Frontline's support for the Tour has helped it to demonstrate to sponsors the value of the event, both in terms of visitor spend and brand recognition, helping it to retain its relationship with existing sponsors, and market the event to new potential sponsors.