

2012 POST EVENT INSIGHTS



POST EVENT SURVEY (1 OF 3)

PARTICIPANT DEMOGRAPHICS

KEY INSIGHTS:

- 72% were aged between 35-54
- 45% take part in 4 or more cycling events a year
- 81% did not take part in Etape Cymru in 2011
- The majority of participants were motivated to enter the event due to the location/region and the closed road nature. (Results using text analysis, 100% of participants answered this question.)

SURVEY OF 198 PARTICIPANTS



POST EVENT SURVEY (2 OF 3)

EVENT INSIGHTS

KEY INSIGHTS:

- 98% rated the event overall as “Good” or “Excellent”
 - 73% of which rated it “Excellent”
- The event was rated 9.46 out of 10 when asked “how likely would you recommend Etape Cymru to a friend”
 - (1 meaning never, 10 meaning absolutely)
 - The highest ever in the event organisers 11 year history
- 99% enjoyed the difficulty of the route
- Favorite aspects (text analysis) “Route” “Scenery”
“Organization” “Local Support”
- Least favorite aspects (text analysis) “Road surface”
“Early Start”

SURVEY OF 198 PARTICIPANTS



POST EVENT SURVEY (3 OF 3)

ECONOMIC IMPACT TO THE REGION

KEY INSIGHTS:

- Total estimated participant spend in the region over the weekend £129,254.40
- Total estimated organiser spend in the region to deliver the event £115,000
- 92% are inspired to return to the North Wales region for business, work or pleasure
- 71% would return to Llandegla Mountain Biking Centre in Denbigshire
- 59% stayed overnight in the region (27% 2-5 nights)
- In addition: 43% bought friends/family along for support

SURVEY OF 198 PARTICIPANTS



ADDITIONAL MANDATORY SURVEY

ECONOMIC IMPACT TO THE REGION

“HOW FAR DID YOU TRAVEL FOR THIS EVENT”

- **15%** Under an hour – 15% (195 people)
- **19%** Between 1 – 2 hours (237 people)
- **31%** Between 2 – 3 hours (396 people)
- **35%** 4 hours or more (455 people)

1273 total entered and answered this question



PRESS CUTTINGS

NEWSPAPER / PRINT

Cyclists gear up to hit the heights in epic ride

THE LEADER (WREXHAM, CHESTER & FLINTSHIRE)

The long and winding road to cycling glory

Olympic medallist is first over the line in Etape Cymru

THE CHESTER CHRONICLE

Olympic rower wins tough cycle race

DENBIGHSHIRE FREE PRESS
& CHESTER STANDARD

NOT OVER YET

7 things still to do this year

CYCLING WEEKLY (NATIONAL MAGAZINE)

TEAM GB STAR SWAPS OARS FOR SADDLE

Pedal to the medal

OLYMPIC ROWING HERO COMES HOME FIRST IN ETAPE CYMRU

THE NORTH WALES DAILY POST

CYCLING: TOP EVENT HEADS TO NORTH WALES

Get ready to hit the road

THE LEADER (FLINTSHIRE)



ETAPE CYMRU COVERAGE

NEWSPAPERS, MAGAZINES & ONLINE PUBLICATIONS

KEY INSIGHTS:

- 69 pieces of media coverage since July 2012
- Total reach: 1,715,812 people
- Media value (July – Sept): £75,661
- Estimated TOTAL Media value: £150,000

PUBLICATIONS:

- Print/National: Cycling Plus, Cycling Active, Evening Leader (Chester, Flintshire, Wrexham), Corwen, Bala & Llangollen Free Press, Cardigan & Tivyside Advertiser, Daily Post (Wales), Shropshire Star (North & Oswestry) Cycling Weekly, Citywire
- Online: Yahoo News, RoadCyclingUK, Road.cc, Wales Online, Tri247, Daily Post, Cycling Weekly, Bike Radar, Cycloport, Zest, Cycling Plus, Cycling Active, Sport Sister



“Olympic silver medalist Chris Bartley enjoyed the friendly atmosphere on the challenging cycling course”

SOCIAL MEDIA LEARNINGS

FACEBOOK, TWITTER & BLOGS

KEY INSIGHTS:

- 152 stories generated
- 118/152 mention
“beautiful” wales or
“great local support”



“Etape Cymru was awesome. Great route, difficult climbs, superb organisation. The best bit: people cheering us on throughout.”

Twitter - @JamesBlond07



“SUPERB event. Brilliant signage, event area, wonderful panorama and the support an inspiration. Thanks to everyone.”

Twitter - @Steverjames



“Just wanted to offer my congratulations on hosting a fantastic event and a massive thank you to all involved throughout the day. Fantastic organisation from start to finish, beautiful scenery and wonderful welsh hospitality. The demons from last year have been well and truely exorcised!”

Facebook Direct Message – Paulo Campos

EMAIL FEEDBACK

DIRECT COMMUNICATIONS FROM PARTICIPANTS

67 participants contacted us directly to give praise...



Just thought I would send you a quick note of thanks. The event this morning was the best sportive I've ridden in the 8 years I've been doing them. I live in these parts, so was familiar with the route (and the hills). The organisation was excellent. Great to see the roads controlled properly! I would also like to extend my thanks to the course motor cycle rider that looked after us for the first 60 miles. He was a great help (especially with water and energy bars). He was awesome. Please pass on my thanks.

Andrew Casey



I cycled the Etape Cymru yesterday and I would like to say that you did a wonderful job of staging this event. Everything went very smoothly and I had complete confidence in the road closure. There was nothing that I could fault about this event. This was probably the best organized sportive of this size I have done. The start/finish venue was also excellent.

Richard Tutton