100 ANS
DU MAILLOT JAUNE
100 JAAR
GELE TRUI

BRUSSELS
GRAND DÉPART 2019

01 > 07.07.2019
ABOUT THE TOUR

10 to 12 MILLION SPECTATORS ON SITE

89% GLOBAL AWARENESS

90% Olympic Games
90% FIFA World Cup
89% TOUR DE FRANCE
83% UEFA Champions League
73% NBA

POPULATION
London + Paris

Audience:
2 billion people
190 countries
AT THE HEART OF CONVERSATIONS
BELGIUM AND CYCLING

1st nation in 2017 UCI World ranking

2 WorldTeams in 2017

Tour de France Awareness in Belgium*

91%

Best riders

Greg Van Avermaet
2 stage wins on Le Tour

Philippe Gilbert
1 stage win on Le Tour

Tim Wellens

Source: SSI – Online surveys on panels of 1,000 persons in each country – July 2016
TV broadcast & audiences 2017

Average audience - Live Eén (North Belgium): 485,000 TV viewers / 60% audience share

Average audience - Live La Une (South Belgium): 240,000 TV viewers / 35% audience share

Cumulative audience (dedicated programs) > 41M

7th nationality on the official website
> 1.3 M visits in 2016 (3%)

13th nationality amongst TDF Facebook fans
> 65,000 fans (2.5%)

2nd nationality amongst spectators on site
> 18% amongst the foreign spectators*

BELGIUM AND LE TOUR

*Sources: Nielsen Sports 2017 – Media department A.S.O. (analytics)
*TNS Sofres - Estimation of 80% French / 20% foreigners
BELGIUM AND LE TOUR

1st stage finish in Liège

1st Grand Départ from Belgium


2nd Edition of Le Tour de France
Creation of the Advertising Caravan

STAGE FINISH IN LiÈGE

Grand Départ in Bruxelles

100th Anniversary of the Yellow Jersey
50th Anniversary of Eddy Merckx’s First Tour de France

CONFIDENTIAL © A.S.O. 2018
BRUSSELS MAJOR EVENTS (BME) AND VISIT BRUSSELS ARE READY TO MAKE

THE GRAND DÉPART 2019

A UNIQUE EXPERIENCE.
• The Grand Départ of the Tour de France 2019 (GD19) is a program run by Brussels Major Events (BME) in co-production with Visit.Brussels (VB).

• March 28th 2019 (and the following 3 days) will constitute the main point of reference for the bulk of the activities: on that day the countdown towards the start of the Tour de France 2019 will be exactly 100 days.

• During these 100 DAYS a vast program of events of various types will be run/co-ordinated by BME. More info: brusselsgranddepart.com/letour
DURING THE WEEK OF THE GD2019:

**Monday 01/07/2019**
- Availability of technical rooms
- Arrival of the first logistic teams

**Tuesday 02/07/2019**
- End of technical setup
- Administrative meetings

**Wednesday 03/07/2019**
- Official opening of the permanence & press center
- Availability of accreditations
- Last administrative meeting

**Thursday 04/07/2019**
- Start of the setup of the circuit
- Teams introduction

**Friday 05/07/2019**
- Setup of the village
- End of sportive meetings

**Saturday 06/07/2019**
- First stage

**Sunday 07/07/2019**
- Second stage: Team Time Trial
ÉTAPE 1 • ETAPPE 1

Samedi 6 juillet • Zaterdag 6 juli
Bruxelles > Charleroi > Brussel - 192 km

From: 10:00 a.m. (caravane)
12:00 a.m. (race)
From:  01:00 p.m. (caravane)
03:30 p.m. (first team)
CONSIDERATION
OBJECTIVES:

- To make tourists **enjoy their (short) stay** in Brussels
- To highlight everything **Brussels can offer as a touristic destination**
- To give them the **desire to come back** to explore the city
- Changing those cycling fans in **Ambassadors of Brussels**

→ **A POSITIVE EXPERIENCE**
SITUATION

- **1.000.000 fans** coming to Brussels to attend the GD / Red Devils x 20!!
- **4 days**: 04 (teams introduction) -&gt; 07/07/2019 (second stage)

- **Huge flows** of people to handle

- **Circulation** will be (almost) **impossible** in the city for the tourists but also for the locals

- **Closed areas** during the races

- **A.S.O.**
  + caravane/sponso.
  + organization
  = **more than 4500 people and 200 cars**
  → Arrangements already made for them
ABOUT THE FANS:

- 42 different nationalities: FR, BE, GB, NED, GER, ITA are the most represented during the TDF
- 60% Men
- 40% Women
- 63% coming with their family (and 47% come with kids)
- > 75% of the spectators are locals
- 54% coming for the caravane
- 5 main languages: FR, ENG, SPA, GER (A.S.O.) + NL in Brussels
- 5,5 hours spent on site
- Groups of 5 people on avg.
THOSE FANS NEED:

1. A place to stay (avg.: 2-3 nights)

2. - Places to eat and to go out at night
   - Things to do before/after the events/races
     (quick and easy to reach from the city center)

3. To be able to move smoothly inside Brussels

4. Parking for their car & mobilhome
   (outside the city if possible!)
Last editions of the Grand Départ*:

<table>
<thead>
<tr>
<th></th>
<th>YORKSHIRE 2014*</th>
<th>UTRECHT 2015</th>
<th>DÜSSELDORF 2017</th>
<th>BRUSSELS 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nombre jours</td>
<td>5 jours</td>
<td>4 jours</td>
<td>4 jours</td>
<td>5 jours</td>
</tr>
<tr>
<td>Budget global</td>
<td>32,4 M €</td>
<td>18,1 M €</td>
<td>15,9 M €</td>
<td>10 M €</td>
</tr>
<tr>
<td>Retombées économiques</td>
<td>134,1 M €</td>
<td>25,3 M €</td>
<td>63,8 M €</td>
<td>-</td>
</tr>
<tr>
<td>Habitants</td>
<td>5,3 M</td>
<td>330 K</td>
<td>605 K</td>
<td>-</td>
</tr>
<tr>
<td>Spectateurs uniques</td>
<td>3,5 M</td>
<td>1 M</td>
<td>1,2 M</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>14 M</td>
<td>700 K</td>
<td>878 K</td>
<td>-</td>
</tr>
<tr>
<td>Nuitées Horeca</td>
<td>200 K</td>
<td>800 K</td>
<td>1,5 M</td>
<td>-</td>
</tr>
<tr>
<td>Nuitées organisation</td>
<td></td>
<td></td>
<td></td>
<td>de 15,000 à 20,000 lits maximum</td>
</tr>
<tr>
<td>Tour de France</td>
<td></td>
<td></td>
<td></td>
<td>de 7,300 à 9,500 lits maximum</td>
</tr>
<tr>
<td>Presse</td>
<td></td>
<td></td>
<td></td>
<td>de 8,000 à 10,000 lits maximum</td>
</tr>
<tr>
<td>Journalistes</td>
<td></td>
<td></td>
<td></td>
<td>2 000 – 604 médias – 46 nationalités</td>
</tr>
<tr>
<td>Téléspectateurs</td>
<td></td>
<td></td>
<td></td>
<td>37 millions</td>
</tr>
</tbody>
</table>

*Source Deloitte / sources ASO

*Région Yorkshire, Cambridge, Essex, Londres = zone plus étendue

*outside of France
## A Place to Stay

### Last editions of the Grand Départ*:

<table>
<thead>
<tr>
<th></th>
<th>Yorkshire 2014</th>
<th>Utrecht 2015</th>
<th>Düsseldorf 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average nights spent in host region</strong></td>
<td>3,1</td>
<td>Netherlanders: 2,1 Others: 2,9</td>
<td>1 (32%) Others: 2 (44%) Others: 3 (24%)</td>
</tr>
<tr>
<td><strong>Average cost per bed night (per person)</strong></td>
<td>Yorkshire: £49.85 Cambridge/Essex/London: £64.43</td>
<td>Netherlanders: 38,10€ Others: 69,20€</td>
<td>81€</td>
</tr>
<tr>
<td></td>
<td>Yorkshire: £49.54 Cambridge/Essex/London: £65.51</td>
<td>Netherlanders: 22,50€ Others: 43,00€</td>
<td>Shopping: 54€ Food: 27€</td>
</tr>
<tr>
<td><strong>Total revenue to accommodation sector</strong></td>
<td>Yorkshire: £20.7m Cambridge/Essex/London: £4.9m</td>
<td>35M€</td>
<td>64M€</td>
</tr>
<tr>
<td><strong>Total revenue to non-accommodation sector</strong></td>
<td>Yorkshire: £67.2m Cambridge/Essex/London: £22.0m</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*outside of France
**OBJECTIVE**: redirecting people from the center of the city to other parts of the Brussels-Capital Region

**3 info points** for tourists in Brussels:

As usual:
- BIP (Rue Royale, n°2)
- Town Hall of Brussels (Grand-Place)

But also:
- Maison du Tour (Place de Brouckère)

From the 28th of March (100 days)
### Info. about the Grand Départ 2019 & 100 days program:

- **Brussels Major Events**  
  a.fina@bmeo.be  
  02 318 64 59 – 0477 78 72 99  
  www.brusselsmajorevents.be  

- [www.brusselsgranddepart.com/letour](http://www.brusselsgranddepart.com/letour)  

- Facebook, Twitter, Instagram, #LTB2019  

- **Maison du Tour**

---

### Info. about touristic activities & other:

- **Visit.brussels**  
  info@visit.brussels  

- Info Points  

- Facebook, Twitter, Instagram  

- Visit.brussels