

KEY FIGURES



7 DAYS
OF RACING

11
RACES

1204
ATHLETES

1184 KM
COMBINED DISTANCE
OF ALL 11 RACES

75
PARTICIPATING
COUNTRIES

48
MEDALS



208 MILLION
TV WATCHERS

777.605
WEBSITE VISITORS

1,5 MILLION
SPECTATORS

113 COUNTRIES
BROADCASTED

24.000
FOLLOWERS
on our social media channels

- 10% foreign (Most from The Netherlands, France, UK, Denmark, Germany)
- 30% visiting Flanders for the first time
- 83% considers visiting again
- 9/10 recommend Flanders as a holiday destination

5153 HOURS
TOTAL BROADCAST TIME

54 MILLION
SOCIAL MEDIA REACH



4350
VOLUNTEERS
INVOLVED

€36 MILLION
SPENT

**RESIDENTS OF THE
HOST CITIES**

14.036
VOLUNTEER
SHIFTS

€27,5 MILLION
BOOST FOR FLEMISH
ECONOMY

- Rating of the event: **7.3 out of 10**
- Evaluation of the event after visiting: **8,4 out of 10**
- 15% were inspired to cycle/work out themselves



25.000
ACTIVE VISITORS
during our roadshow

7200
PARTICIPANTS
in the children's obstacle course

154
FLEMISH SCHOOLS
participated to be
"the most cycling-crazy school"

2000+
VISITORS
of our photo exhibition

4663
REGISTRATIONS
to ride one of our official rides

8000
DOWNLOADS
of our inspiration bundle for Flemish schools



VACUUM TOILETS:
350.000
LITERS OF WATER SAVED

**CO2 EMISSIONS
REDUCED**
FROM 139,6 TONS TO 67,6 TONS

24,7 TONS
OF WASTE COLLECTED

1st
EVER SMOKE-FREE
WORLD CHAMPIONSHIPS

62.000
EXTRA TRAIN RIDES

↓
29%
RECYCLED