

# FAST FACTS: SANTOS TOUR DOWN UNDER

## General background & 2012 news

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- The Santos TDU is the first race outside of Europe to be given UCI WorldTour status (formally known as the UCI ProTour). This is the highest ranking that a cycling race can receive globally.
- Each year, the Santos TDU course varies, and in 2011, the event visited a new location in adding Tailem Bend (east of Adelaide) to the race.
- The 2012 Santos TDU was officially launched on 13 June 2011. The race head north of the city starting for the first time in Prospect and heading back to the beautiful Clare and Gilbert Valleys, and will also include traditional favourites like the Adelaide Hills (IG Markets Stage 2) and Old Willunga Hill (Jayco Stage 5). In 2012 the race will introduce a new element in a hilltop finish in Willunga.

## 2012 Santos Tour Down Under

The 2012 Santos Tour Down Under will be held from 15 – 22 January:

<b>Stage</b>	<b>Date</b>	<b>Location</b>	<b>Distance</b>
Down Under Classic	15 January	Rymill Park, Adelaide	51km
Rest Day	16 January		
Stage 1	17 January	Prospect to Clare	149km
Stage 2	18 January	Lobethal to Stirling	148km
Colemans Group Stage 3	19 January	Unley to Victor Harbor	134.5km
Bupa Stage 4	20 January	Norwood to Tanunda	130km
Jayco Stage 5	21 January	McLaren Vale to Willunga	151.5km
Stage 6	22 January	Adelaide City Council Street Circuit	90km*

\*Distance may change due to live television commitments.

## **2011 Event Details**

- The thirteenth event, held annually since 1999, was held from **Sunday 16 January – Sunday 23 January**, and saw six stages of racing, as well as a prelude - the Cancer Council Classic.
- The six stages of the event, and the preceding Cancer Council Classic, traversed **809km** in and around Adelaide and South Australia, as outlined below:

<b>Stage</b>	<b>Date</b>	<b>Location</b>	<b>Distance</b>
Cancer Council Classic	16 January	Rymill Park, Adelaide	51km
Rest Day	17 January		
IG Markets Stage 1	18 January	Mawson Lakes to Angaston	138km
IG Markets Stage 2	19 January	Lobethal to Stirling	146km
Colemans Group Stage 3	20 January	Unley to Stirling	129km
Mutual Community Stage 4	21 January	Norwood to Strathalbyn	124km
Jayco Stage 5	22 January	McLaren Vale to Willunga	131km
IG Markets Stage 6	23 January	Adelaide City Council Street Circuit	90km*

- A record breaking 782,393 spectators lined the course over the seven days of racing. The event specific economic impact of the race to South Australia was \$43.3 million.

<b>Key Performance Indicator</b>	<b>2009 Tour Down Under</b>	<b>2010 Santos Tour Down Under</b>	<b>2011 Santos Tour Down Under</b>
Total Attendance (Crowd Figures)	760,500	770,500	782,393
Total visitor nights	322,000	353,500	387,793
Event Specific Visitors* (not including children under 17 yrs)	36,200	39,700	37,056
Economic Impact	\$39 million	\$41.5 million	\$43.3 million
Editorial Media Coverage	\$226 million	\$124 million	\$154.3 million

*\*These are visitors who travel to South Australia with the specific purpose of attending the Santos Tour Down Under*

## **Associated Events and Activities**

To provide visitors with more reasons to attend, opportunities to participate and 'linger longer' in South Australia, a full calendar of associated events has been created to form the *Santos Festival of Cycling*. Details included below.

### **The Škoda Breakaway Series**

The Škoda Breakaway Series is a chance for cyclists to experience the challenge and fun of cycling as well as experience the excitement of the Santos Tour Down Under.

- The Škoda Breakaway Series incorporates the Mutual Community Challenge Tour, presented by The Advertiser and the Mutual Community mini tour for kids, presented by UniSA.

### **Mutual Community Challenge Tour presented by The Advertiser**

- The Mutual Community Challenge Tour was held on Friday 21 January from Norwood to Strathalbyn to coincide with Mutual Community Stage 4 of the Santos Tour Down Under.
- Ride options on offer were 135km (starting at Norwood), 91km (starting at Gumeracha), 62km (starting at Balhannah) and 35km (starting at Macclesfield). All distances culminated in Strathalbyn.
- 7512 entrants rode the Mutual Community Challenge Tour.

### **Mutual Community mini tour for kids presented by UniSA**

- On Sunday 23 January, children aged 6 to 12 experienced the thrill of riding on the very stretch of road their cycling heroes would follow them on.
- Children completed a hotdog loop along King William Street prior to IG Markets Stage 6, Adelaide City Council Street Circuit.
- 220 children rode in this event and participated in off track activities while preparing for their time on the UCI WorldTour street circuit.

### **Team Presentation**

- The Team Presentation was held free to the public prior to the start of the Cancer Council Helpline Classic
- This event is where each teams of riders and their manager are presented to the media and public for the 2011 Santos Tour Down Under

### **Legends' Night Dinner**

- Saturday 22 January 2011 was cycling's night of nights, the Legends' Night Dinner.
- While enjoying a three-course meal, guests gain an insight into the lives of some of the world's most famous stars of the peloton.
- Over 1800 people attended this sell-out dinner at the Adelaide Convention Centre, where Mark Cavandish and Lance Armstrong were honored along with Luke Durbridge, Allan Davis, Michael Matthews, Anna Mears, Jack Bobridge and Cameron Meyer.

### **Club Tour**

- Club Tour is official supporters club of the event.
- Club Tour membership packages, reserved VIP seating and catering at various stages, catered functions at the Hilton Adelaide Hotel and exclusive experiences like a tour of the Adelaide City Council Tour Village on the eve of the event.
- There is also exclusive Club Tour merchandise, prizes and giveaways.
- The 2011 Club Tour had 91 members.
- There was once again a Club Tour Ambassador and cycling expert, Glen Clarke

### **Adelaide City Council Tour Village**

- The Tour Village is the team hub for the Santos Tour Down Under.
- This is an area open to the public and entry is free.
- The Tour Village was open every day from 16 January to Saturday 23 January 2011.

### **Santos Best Dressed Town Competition**

- This competition encourages communities to decorate their towns, businesses, houses, community parks and gardens to create atmosphere and entice spectators to 'linger longer'.
- The competition is open to all towns/suburbs along the event's race routes.
- Tailem Bend was the overall winner in 2011, with Willunga taking silver, and McClaren Flate, bronze.