Prudential RideLondon is an annual world-class multi-day festival of cycling taking place in London and Surrey.

- 100,000 participants and over 2,000 volunteers
- 32% of both participants & spectators cycling more as a result of the event.

**Event Impacts**

- **Total spectator attendance**: 286,650
- **Unique spectators**: 207,207
- **Direct Economic Impact for London**: £23.8 Million

**Attendees**

- **Participants**: 96,600
- **Spectators**: 190,050

**Spectator Breakdown**

- **Casual Spectators**: 35%
- **Local Spectators**: 46%
- **Day Visitors**: 37%
- **Non-commercial Stayers**: 16%
- **Commercial Stayers**: 47%

**Average Impacts**

- **Average number of days attended**: 1.1
- **Average bed nights**: 1.9
- **Average daily spend (non-accom)**: £63
- **Average accommodation spend per bed-night (per person)**: £52

Source: Prudential RideLondon 2015 evaluation research, Futurethinking.