

eventIMPACTS

RIDELONDON 2015



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.

3 Days

286,650

Total spectator attendance

£23.8
Million

Direct Economic
Impact for London

207,207

Unique spectators

96,600

Participants



Spectator

35% Casual

46% Local



Day visitors

37%



16% Non-commercial stayers



47% Commercial stayers

1.1 Average number of days attended

1.9 Average bed nights

£ £63 Average daily spend (non-accom)

£52 Average accommodation spend per bed-night (per person)

Source: Prudential Ridelondon 2015 evaluation research, Futurethinking.