

Abu Dhabi
Sports Council
مجلس أبوظبي الرياضي

#UAETOUR

UCI  WORLD
TOUR



**THE ONE AND ONLY WORLD TOUR RACE
IN THE MIDDLE EAST**





WINNER 2021 14

THE STAGES 18

JERSEYS 24

BEST TEAM 34

TOP STATS 38

THE RACE 44

- STAGES
- JERSEYS AND WINNERS
- START LINES
- THE RACE
- THE FINISH
- OFFICIAL TIMEKEEPER BREITLING
- OFFICIAL JERSEY

THE NUMBERS 114

- TV PRODUCTION
- TV COVERAGE
- MEDIA COVERAGE
- INTERNATIONAL MEDIA PARTNERS
- SOCIAL MEDIA
- TOP HITS
- WEBSITE AND APP
- OUTDOOR ADVERTISING

COVID-19 MEASURES 154

SPONSORS 168





H.H. Sheikh Mohammed bin Rashid Al Maktoum

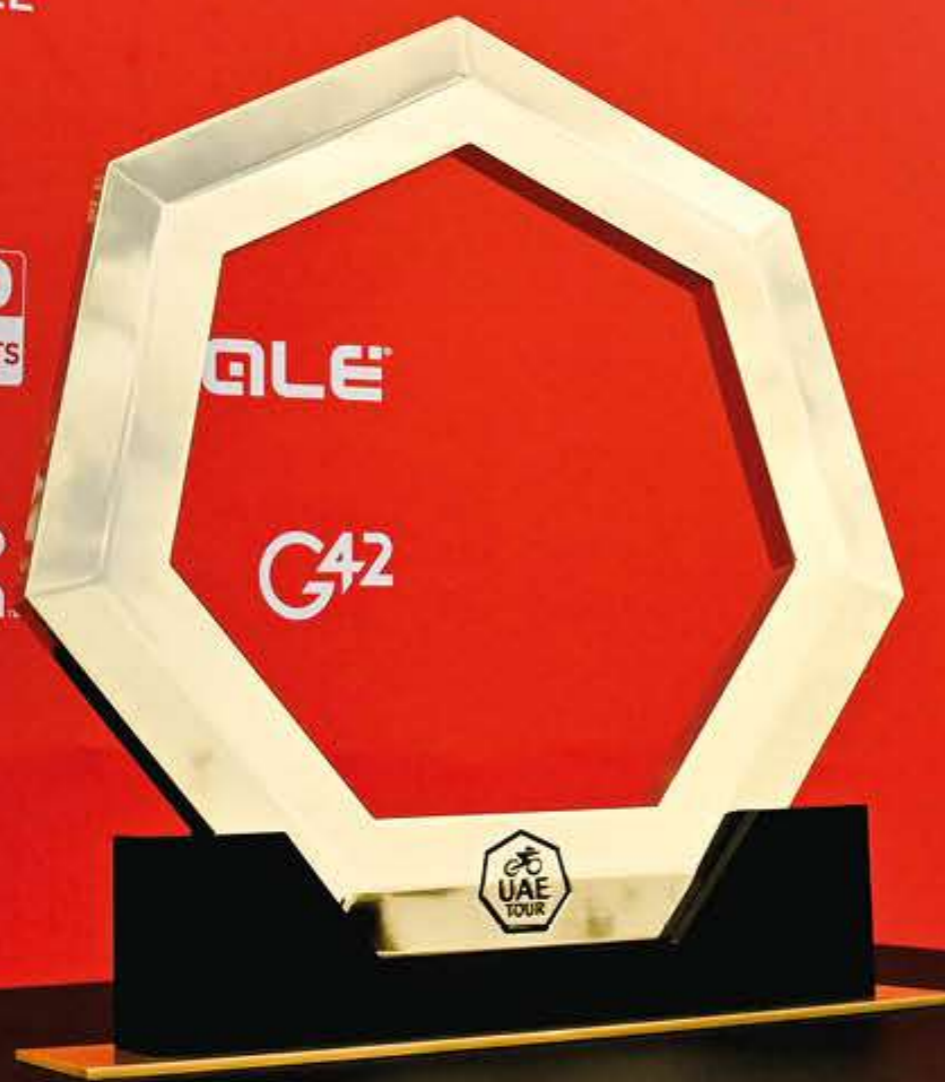
Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai





H.H. Sheikh Saif bin Hamad bin Saif Al Sharqi

Fujairah Ruling Family member



ADN

THE ONE AND ONLY WORLD TOUR RACE IN THE MIDDLE EAST

The third edition of the UAE Tour took place on 21st February for seven exciting days of racing.

Organised by Abu Dhabi Sports Council, the one and only World Tour Race in the UCI calendar attracted some of the world's top super star riders.

The enviable line-up this year included 19 UCI WorldTeams and 1 UCI ProTeam who committed their best riders to the seven-day race.



UAE TOUR 2021
WINNER



TADEJ POGACAR

UAE TEAM EMIRATES

TADEJ POGACAR

I FEEL SUPER AMAZING. It's one of the best races, for sure, with a really good organization, super good fans and support. I worked really hard for this, it's really amazing, we're happy and proud.

I feel so comfortable here in the UAE.

Every time I come here it's like I'm home.

It's hard to win this race, but everything is possible.

The UAE Tour is great for the beginning [of the season] and I enjoy it. Every single victory will stay in my heart and is special to me."

ProTeam who committed their best riders to the seven-day race.



THE STAGES

1



ADNOC STAGE



FROM AL DHAFRA CASTLE
TO AL MIRFA

SUN, FEBRUARY 21ST 2021

STAGE WINNER



MATHIEU VAN DER POEL
ALPECIN-FENIX

SPRINT STAGE

176 KM

2



ABU DHABI SPORTS COUNCIL STAGE



FROM AL HUDAYRIYAT ISLAND CYCLE TRACK
TO AL HUDAYRIYAT ISLAND CYCLE TRACK

MON, FEBRUARY 22ND 2021

STAGE WINNER



FILIPPO GANNA
INEOS GRENADIERS

ITT STAGE

13 KM

3



STRATA STAGE



FROM AL AIN STRATA MANUFACTURING
TO JEBEL HAFEET

TUE, FEBRUARY 23RD 2021

STAGE WINNER



TADEJ POGACAR
UAE TEAM EMIRATES

MOUNTAIN STAGE

166 KM

4



HOPE PROBE STAGE



FROM AL MARJAN ISLAND
TO AL MARJAN ISLAND

WED, FEBRUARY 24TH 2021

STAGE WINNER



SAM BENNETT
DECEUNINCK - QUICK-STEP

SPRINT STAGE

204 KM

THE STAGES

5



IMPOSSIBLE IS POSSIBLE STAGE



FROM FUJAIRAH INTERNATIONAL MARINE CLUB TO JEBEL JAIS

THU, FEBRUARY 25TH 2021

STAGE WINNER



JONAS VINGEGAARD
JUMBO-VISMA

MOUNTAIN STAGE

170 KM

6



DUBAI STAGE



FROM DUBAI - DEIRA ISLANDS TO DUBAI - PALM JUMERIAH

FRI, FEBRUARY 26TH 2021

STAGE WINNER



SAM BENNETT
DECEUNINCK - QUICK-STEP

SPRINT STAGE

165 KM

7



YAS ISLAND STAGE



FROM YAS MARINA ISLANDS - YAS MALL TO ABU DHABI BREAKWATER

SAT, FEBRUARY 27TH 2021

STAGE WINNER



CALEB EWAN
LOTTO SOUDAL

SPRINT STAGE

147 KM





RED JERSEY

GENERAL TIME CLASSIFICATION



JERSEY
SPONSOR



TADEJ POGACAR

UAE TEAM EMIRATES

GREEN JERSEY

GENERAL POINT CLASSIFICATION



JERSEY
SPONSOR



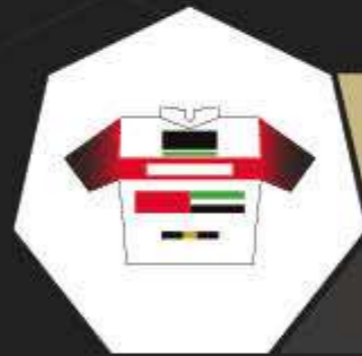
DAVID DEKKER

TEAM JUMBO VISMA

WHITE JERSEY

BEST YOUNG RIDER CLASSIFICATION


NAKHEEL JERSEY SPONSOR



TADEJ POGACAR

UAE TEAM EMIRATES

BLACK JERSEY

INTERMEDIATE SPRINT CLASSIFICATION



JERSEY
SPONSOR



TONY GALLOPIN

AG2R CITROEN TEAM

MARS JERSEY

50
UNITED ARAB
EMIRATES

QLE®



'A **special** edition jersey was created to celebrate the **50th anniversary** of the United Arab Emirates along with the success of the UAE's historic achievement of the Hope **Mars Mission**. The jersey features the deep red mars planet, texture, the UAE map shaped by cyclists, an emblem representing the **50th anniversary** of iconic colours of the flag'

BEST TEAM



UAE TEAM EMIRATES



YAS ISLAND STAGE



أدن
NOC

اتصالات
etisalat



برجيل
burjeej
Medical City

دمان
Dama

SPORTS
الرياضة



TOP STATS



20
TEAMS



19
UCI WORLD
TEAMS



1
UCI PRO
TEAMS



7
STAGES



9,430
NUMBER
OF ARTICLES



237M
MEDIA VALUE



2,044
H. OF TV
COVERAGE



140
RIDERS



54M
IMPRESSIONS

KM 1041
KM



2
CHARTER
FLIGHTS



27,400
kg +
EQUIPMENT



4,177
NIGHTS OF
ACCOMMODATION



2,000+
COVID-19
TEST



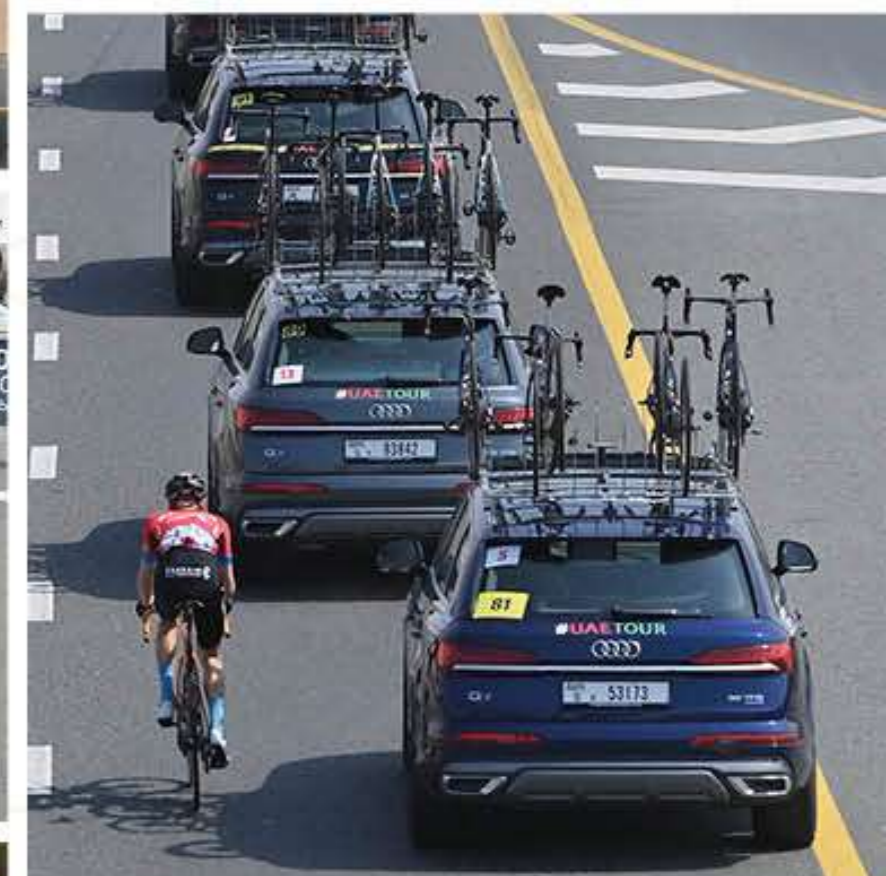
4M+
VIDEO
VIEWS



 **70**
OFFICIAL
CAR

النابودة
للصهارات

AL NABOODA
AUTOMOBILES





STAGE
01

ADNOC STAGE

FROM Al Dhafra Castle
TO Al Mirfa

21ST FEBRUARY 2021



STAGE WINNER



MATHIEU VAN DER POEL



ADNOC STAGE



Abu Dhabi Sports Council
مجلس أبوظبي الرياضي

Abu Dhabi Sports Council
مجلس أبوظبي الرياضي



2

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أبو ظبي
أبو ظبي

S

مركز
Center

U



STAGE
02

**ABU DHABI SPORTS
COUNCIL STAGE**

FROM Al Hudayriyat Island Cycle Track
TO Al Hudayriyat Island Cycle Track

22ND FEBRUARY 2021

 **Abu Dhabi
Sports Council**
مجلس أبوظبي الرياضي



STAGE WINNER

 **FILIPPO GANNA**

#UAE TOUR



21ST — 27TH FEBRUARY



ABU DHABI SPORTS COUNCIL STAGE





STAGE
03

STRATA STAGE

FROM Al Ain Strata Manufacturing
TO Jebel Hafeet

23RD FEBRUARY 2021

STRATA **للصناعات**
A Mubadala Company



STAGE WINNER

TADEJ POGACAR

#UAETOUR



21ST — 27TH FEBRUARY

الاستراتا STRATA
A Mubadala Company

STRATA STAGE

الاستراتا STRATA
A Mubadala Company





STAGE
04

HOPE PROBE STAGE

FROM Al Marjan Island
TO Al Marjan Island

24TH FEBRUARY 2021



SAM BENNET

STAGE WINNER

#UAETOUR

21ST — 27TH FEBRUARY



HOPE PROBE STAGE



STAGE
05

**IMPOSSIBLE IS
POSSIBLE STAGE**

FROM Fujairah International Marine Club
TO Jebel Jais

25TH FEBRUARY 2021



STAGE WINNER

JONAS VINGEGAARD

#UAE TOUR



21ST — 27TH FEBRUARY

لا شيء
مستحيل
IMPOSSIBLE
IS POSSIBLE

IMPOSSIBLE IS POSSIBLE STAGE

لا شيء
مستحيل
IMPOSSIBLE
IS POSSIBLE



Central podium area featuring a grid of 20 'IMPOSSIBLE IS POSSIBLE' logos and a cyclist in a yellow and black jersey holding a trophy. The cyclist's jersey has 'JUMBO VISMA' and 'AGU' logos. The podium base has the 'ALE' logo.



Background wall with various sponsor logos including G42, Abu Dhabi Sports Council, burjeel, ADNOC, Daman, etisalat, NAKHEEL, ADA, and AL NABOODA.



STAGE
06

DUBAI STAGE

FROM Dubai - Deira Islands
TO Dubai - Palm Jumeriah

26TH FEBRUARY 2021



STAGE WINNER



SAM BENNET

AETOUR



21ST — 27TH FEBRUARIA



DUBAI STAGE





STAGE
07

YAS ISLAND STAGE

FROM Yas Marina Islands - Yas Mall
TO Abu Dhabi Breakwater

27TH FEBRUARY 2021



STAGE WINNER

CALEB EWAN

#UAE



UAE TOUR

YAS ISLAND STAGE



 جزيرة ياس YAS ISLAND أبو ظبي ABU DHABI	 جزيرة ياس YAS ISLAND أبو ظبي ABU DHABI	 جزيرة ياس YAS ISLAND أبو ظبي ABU DHABI
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 جزيرة ياس YAS ISLAND أبو ظبي ABU DHABI		 جزيرة ياس YAS ISLAND أبو ظبي ABU DHABI







مجلس دبي الرياضي
DUBAI
SPORTS COUNCIL

STAGE 6

Abu Dhabi
Sports Council
مجلس أبوظبي الرياضي

البنود
AL NAFOODA
FOUNDATION

UCI
WORLD
TOUR



#UAEETOUR

BREITL
1884

Abu Dhabi
Sports Council
مجلس أبوظبي الرياضي

#UAEETOUR

مجلس دبي الرياضي
DUBAI
SPORTS COUNCIL

Audi
10

Audi
25

START LINES











THE RACE







THE FINISH







OFFICIAL TIMEKEEPER BREITLING



OFFICIAL JERSEY SPONSOR ALE



TV PRODUCTION



2

CINEFLEX
HELICOPTERS



4

CAMERAS
AT START AREA



4

VIDEO
MOTORBIKES



9

CAMERAS
AT FINISH AREA



CAMERAS
AT FINISH AREA

TV COVERAGE



2,044H

BROADCASTED TIME



200

TERRITORIES

BROADCASTED IN

TV COVERAGE UAE & MENA REGION



623 HOURS OF TV COVERAGE IN MENA REGION

- FULL LIVE COVERAGE OF EACH RACE
- PRE AND POST EVENT INTERVIEWS WITH RIDERS



TV COVERAGE FOCUS EUROSPORT



EUROSPORT 1

EUROSPORT 2



60H

TV coverage



62

sponsor
promotion spots



123

UAE Tour
promotional spots

MEDIA COVERAGE



9,430
Articles

+103%
vs 2020



237M
International
media value

6.7M
Local media value



91
Number of countries covered via
press articles (excluding TV)



500.000
Digital impressions



INTERNATIONAL MEDIA PARTNERSHIPS



CYCLING NEWS

650K

IMPRESSIONS



BIKETO

11.5M

IMPRESSIONS



WEIBO & DOYIN

500K

IMPRESSIONS

SOCIAL MEDIA



15M +

IMPRESSIONS

+114%
vs 2020

16,200

NEW FANS ACQUIRED

+47%
vs 2020

971,000

IG STORY REACH

+48%
vs 2020

115,000 +

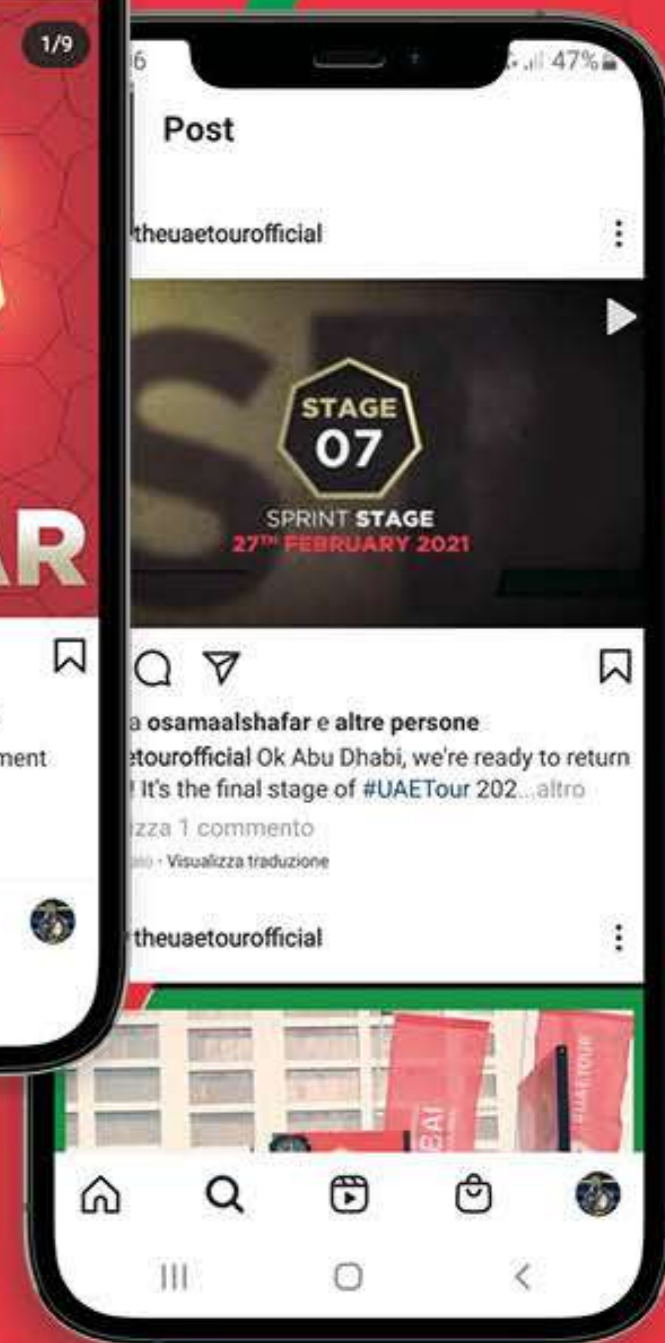
SOCIAL MEDIA FANS

+29%
vs 2020

2.5M

VIDEO VIEWS

+150%
vs 2020





1.5M

IMPRESSIONS

2M

IMPRESSIONS

115,000 +

INTERACTION/LIKE



INSTAGRAM

1.6M

IMPRESSIONS

FACEBOOK



136,427

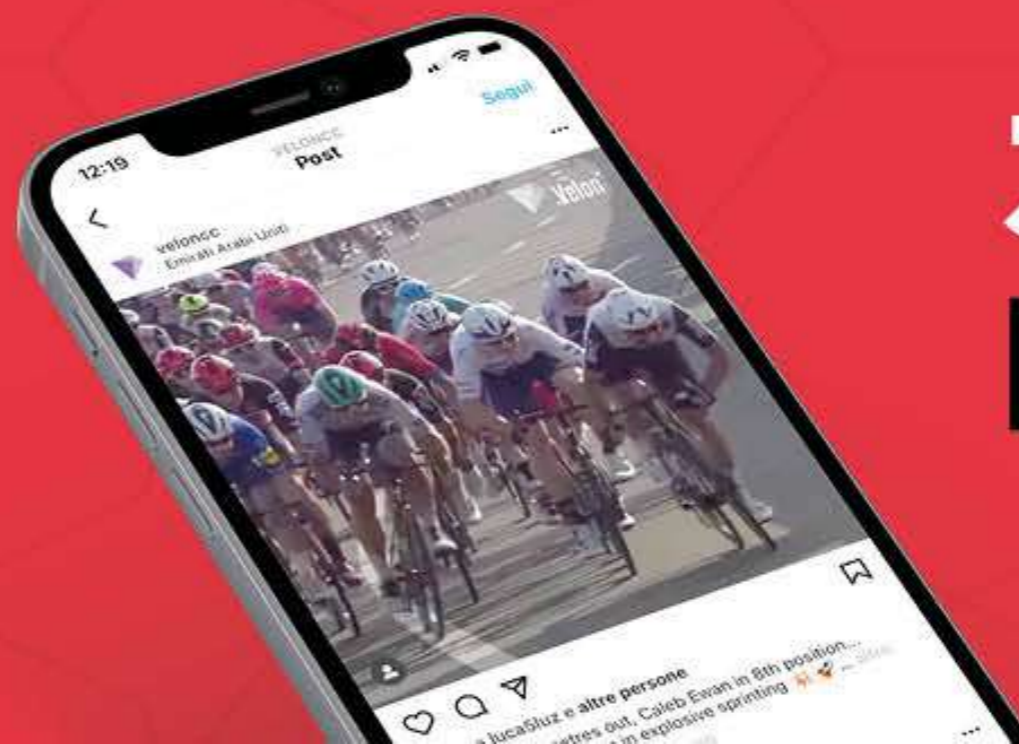
INTERACTIONS / LIKES

1.3M

VIDEO VIEWS

320,875

VIDEOS

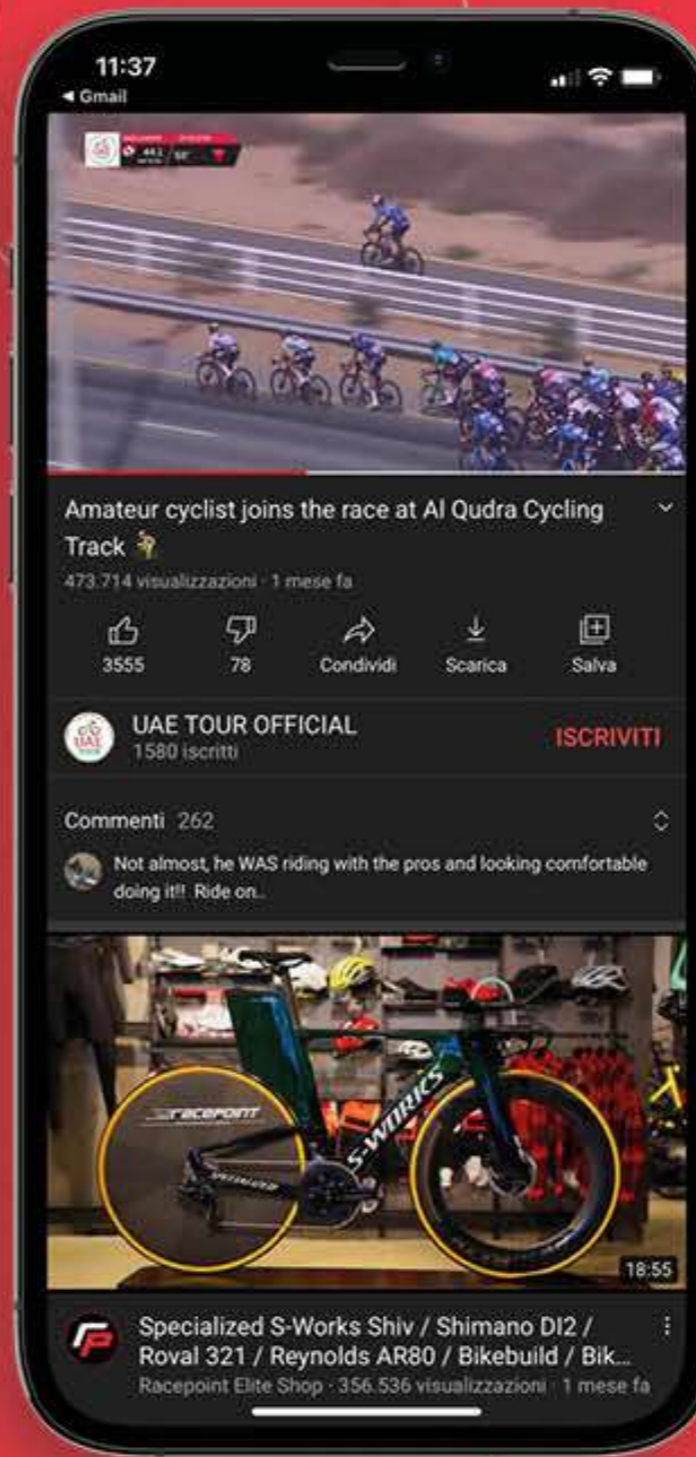




TOP IMAGE

268,973

IMPRESSIONS



TOP VIDEO

720,000

VIDEO VIEWS

3.1M

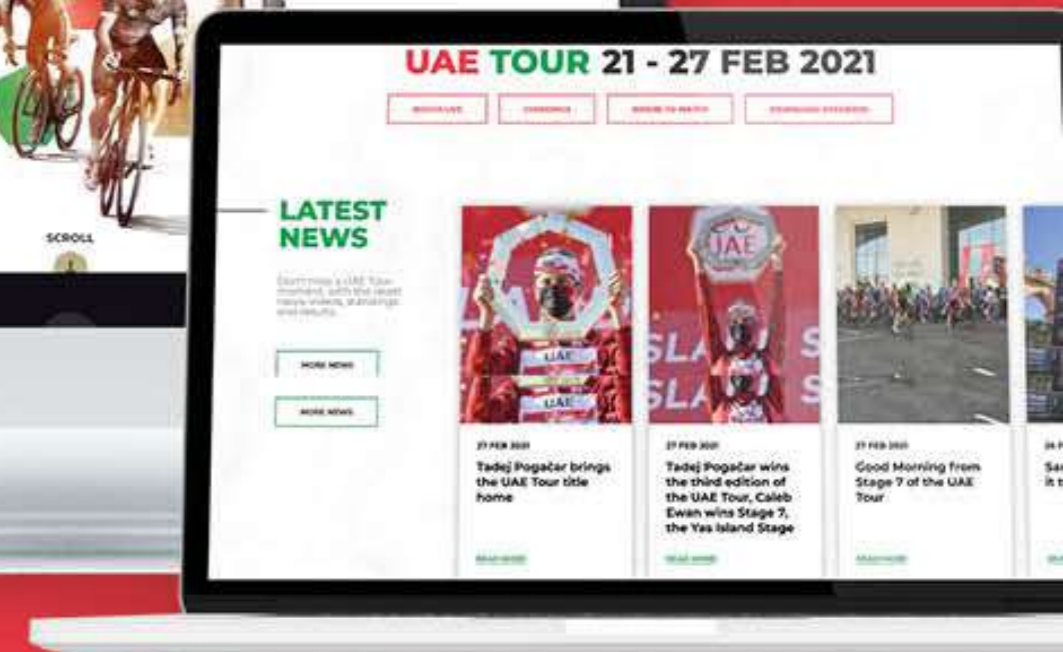
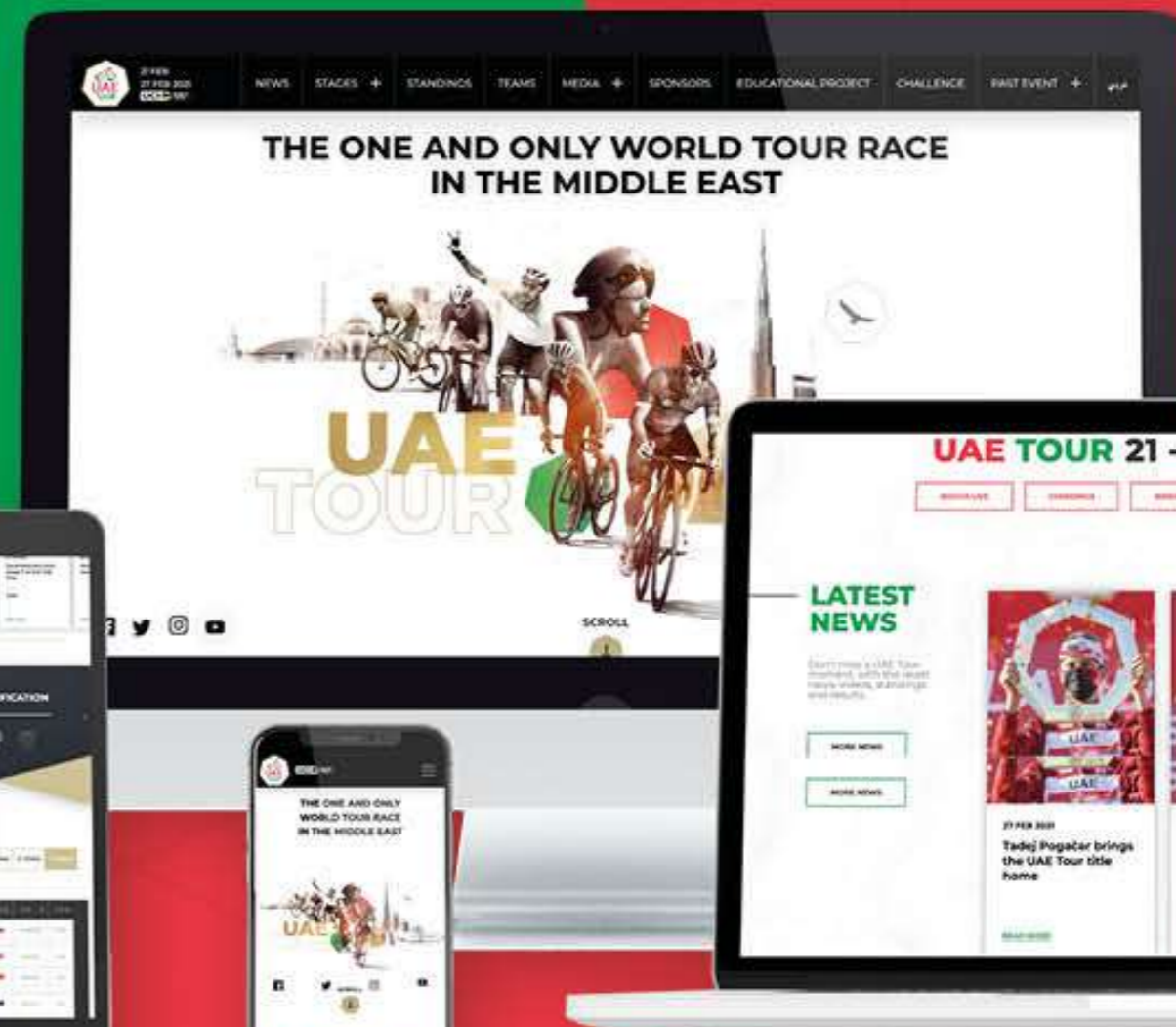
IMPRESSIONS

WEBSITE AND APP



190,000

AVERAGE NUMBER OF VISITS PER DAY



OUTDOOR ADVERTISING



11M
IMPRESSIONS



GALLERIA MALL,
ABU DHABI



8.5M
IMPRESSIONS



CITY WALK, DUBAI













ROBIN CYCLING COURSE
مركز ركوب الدراجات روبن

100

lotto

UAE

AORN











COVID-19 MEASURES

Due to the on-going threat of **Covid-19**, all **riders** and **staff** were flown over on two charter flights where they had to produce a **negative PCR test** before boarding and were tested again on arrival in Abu Dhabi. Subsequently, three further tests were carried out to ensure the safety of the race bubble and again before flying home.



2.000+
TEST COVID -
CARRIED OUT BY



13,560
MASKS PROVIDED BY



100
LITRES OF HAND SANITISER
PROVIDED BY









SPECIALIZED EMIRATI MARSHALLS/VOLUNTEERS

21

TECHNICAL TEAM

7

LOGISTICS

19

MOTORCYLIST TEAM

14

OPERATION TEAM

10

VOLUNTEER
MANAGEMENT TEAM

5

ACCREDITATION TEAM

8

MEDIA TEAM



ACKNOWLEDGMENT

TOP SPONSORS



OFFICIAL CAR



STAGE SPONSORS



HOST BROADCASTERS



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



INSTITUTIONAL PARTNERS





CÔCÔ
UAE
TOUR

