



 **UAE TOUR WOMEN**

#UAETOURWOMEN

FIRST UCI WOMEN'S WORLDTOUR RACE IN THE MIDDLE EAST

#UAETOURWOMEN

01

**OFFICIAL
JERSEY - PAG.6**

02

**2023 WINNER
PAG.8**

03

**STAGES
PAG.10**

04

**BEST TEAM
PAG.22**

05

**TOP STATS
PAG.26**

06

**OFFICIAL CAR
PAG.28**

07

**START LINE
PAG.50**

08

**THE RACE
PAG.56**

09

**THE FINISH
PAG.64**

10

**HOSPITALITY
PAG.70**

11

**TV COVERAGE
PAG.80**

12

**MEDIA
COVERAGE
PAG.82**

13

**SOCIAL MEDIA
PAG.6**

14

**OPERATIONAL
NUMBERS - PAG.86**

15

**WEBSITE AND
APP - PAG.88**

16

**SPONSOR
PAG.89**

INDEX

2023

UAE TOUR WOMEN 2023

OFFICIAL JERSEYS

OFFICIAL GENERAL TIME CLASSIFICATION

RED JERSEY



ENERGY
LEADERSHIP

الأكاديمية الوطنية لرياضة السيدات
الرياضة - دولة الإمارات العربية
FATIMA BINT MUBARAK
LADIES SPORTS ACADEMY

OFFICIAL GENERAL POINTS CLASSIFICATION

GREEN JERSEY



CHALLENGE
STRENGTH

bike abu dhabi

OFFICIAL BEST YOUNG RIDER CLASSIFICATION

WHITE JERSEY



HOPE
FUTURE

Abu Dhabi
360

OFFICIAL INTERMEDIATE SPRINT CLASSIFICATION

BLACK JERSEY



EFFORT
SPRINT

experience
abu dhabi

ELISA LONGO BORGHINI

UAE TOUR WOMEN
2023 WINNER



UAE TOUR WOMEN

STAGES



1 STAGE
DUBAI STAGE
9 FEB 2023

109 KM
⇒ SPRINT STAGE

FROM
DUBAI PORT RASHID
TO
DUBAI HARBOUR

STAGE WINNER
CHARLOTTE KOOL
TEAM DSM



2 STAGE
AL MARINA HOLDING STAGE
10 FEB 2023

133 KM
⇒ SPRINT STAGE

FROM
AL DHAFRA CASTLE
TO
AL MIRFA

STAGE WINNER
LORENA WIEBES
TEAM SD WORX



1 STAGE
ADSC STAGE
11 FEB 2023

107 KM
⇒ CLIMB STAGE

FROM
HAZZA BIN ZAYED STADIUM
TO
JEBEL HAFEET

STAGE WINNER
ELISA LONGO BORGHINI
TREK - SEGAFREDO



1 STAGE
PRESIGHT.AI STAGE
9 FEB 2023

119 KM
⇒ SPRINT STAGE

FROM
**FATIMA BINT MUBARAK LADIES
SPORTS ACADEMY**
TO
ABU DHABI BREAKWATER

STAGE WINNER
CHARLOTTE KOOL
TEAM DSM







ELISA

LONGO BORGHINI

OFFICIAL

GENERAL TIME CLASSIFICATION

RED JERSEY



ENERGY LEADERSHIP



CHARLOTTE KOOL

KOOL

OFFICIAL

GENERAL POINTS CLASSIFICATION

GREEN JERSEY



CHALLENGE STRENGTH

bike abu dhabi
باي كويرا بو



GALIA

REALINI

OFFICIAL

BEST YOUNG RIDER CLASSIFICATION

WHITE JERSEY



HOPE FUTURE

Abu Dhabi
360



AGNIESZKA

SKALNIAK-SÓJKA

OFFICIAL

INTERMEDIATE SPRINT CLASSIFICATION

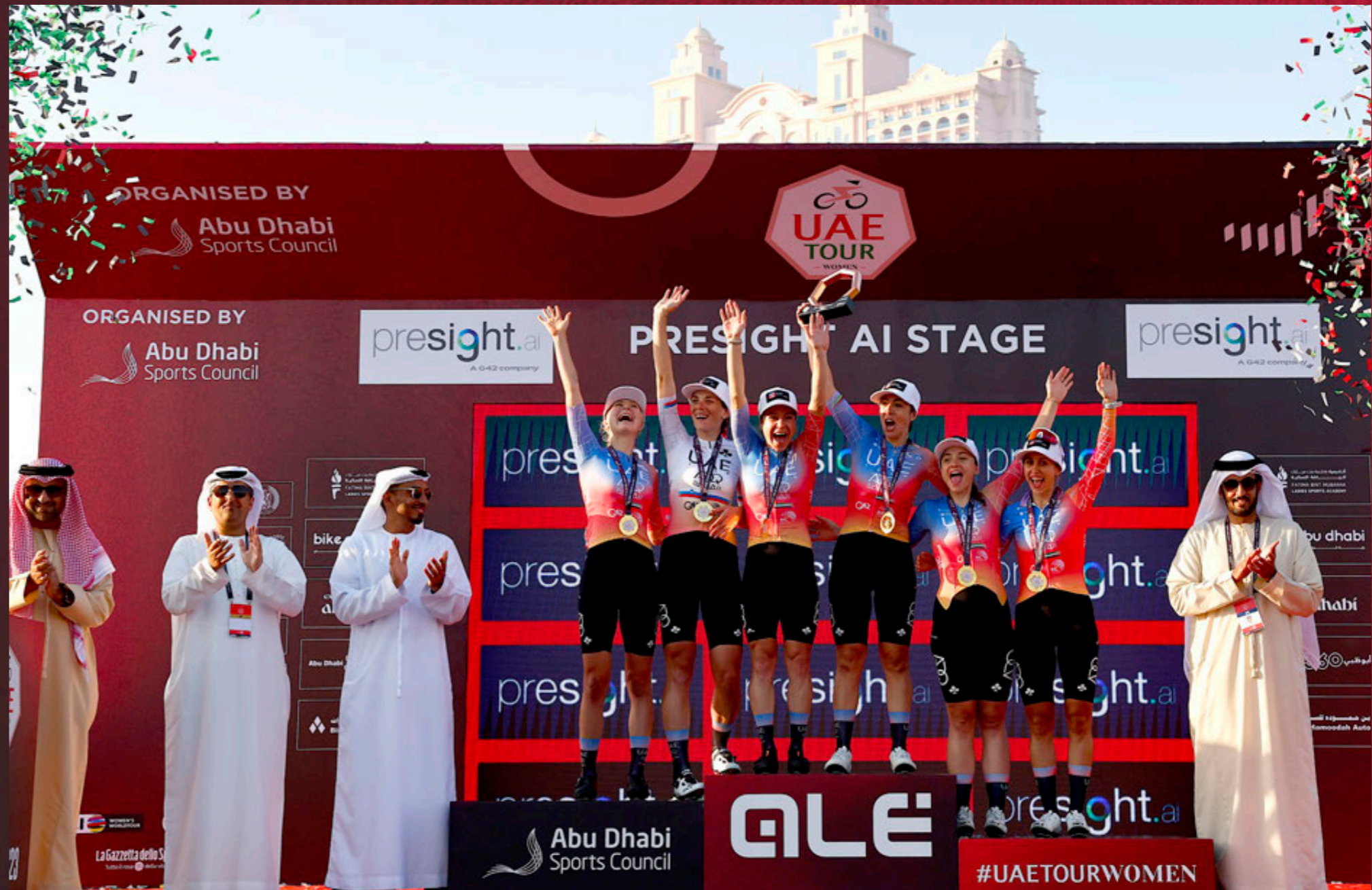
BLACK JERSEY



EFFORT SPRINT

experience abu dhabi

BEST TEAM 2023



UAE TEAM ADQ



TOP STATS

4

STAGES

20

TEAMS

2

HELICOPTERS



2,400+

TOTAL
ARTICLES

3M+

REACH
(PR ARTICLES)

25M

TOTAL
MEDIA VALUE

540H+

TV COVERAGE

950K

LIVE AUDIENCE

123K+

TOTAL
MEDIA VALUE

OFFICIAL CAR

40

BIN HAMOODAH
CARS







STAGE 01

DUBAI STAGE

FROM

DUBAI PORT RASHID

TO

DUBAI HARBOUR

STAGE WINNER

CHARLOTTE KOOL





STAGE 02

MARINA HOLDING STAGE

FROM

AL DHAFRA CASTLE

TO

AL MIRFA

STAGE WINNER

LORENA WIEBES





STAGE 03

ADSC STAGE

FROM

HAZZA BIN ZAYED STADIUM

TO

JEBEL HAFEET

STAGE WINNER

ELISA LONGO BORGHINI





STAGE 04

PRESIGHT.AI STAGE

FROM

FATIMA BINT MUBARAK LADIES
SPORTS ACADEMY

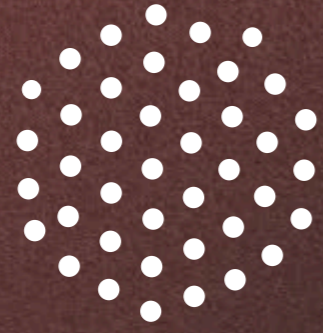
TO
STAGE WINNER

ABU DHABI BREAKWATER

CHARLOTTE KOOL





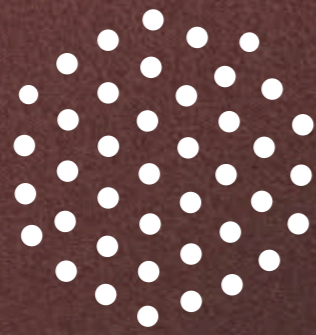


START LINE









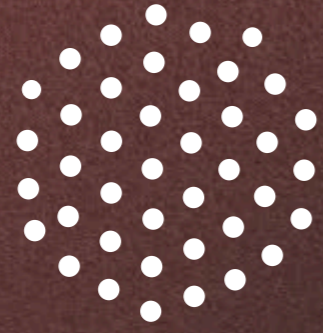
THE RACE









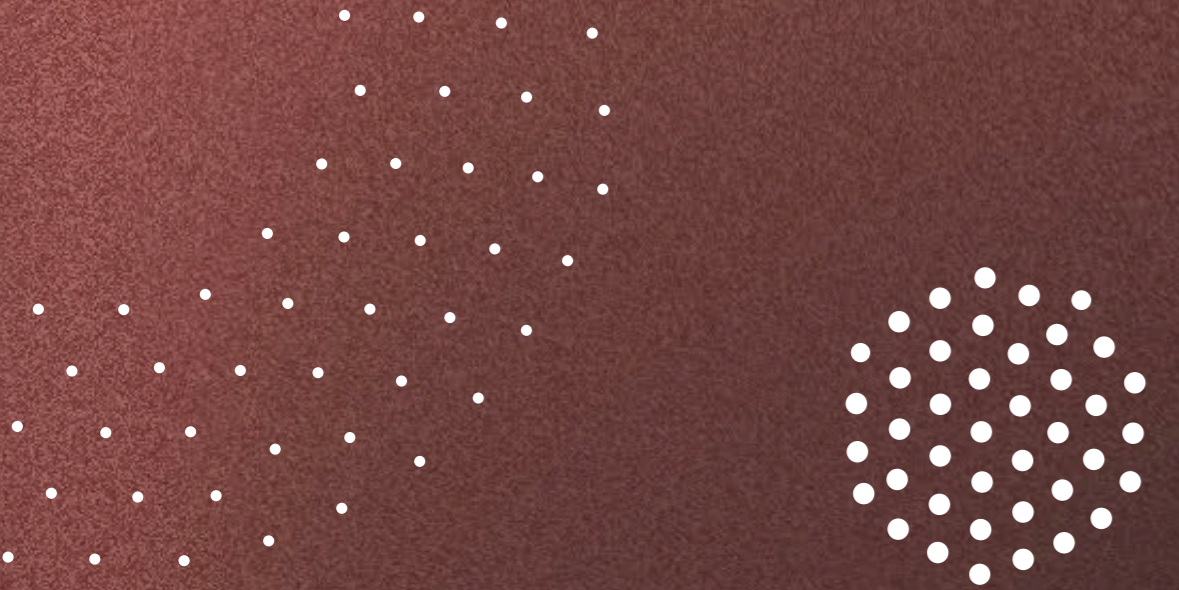


THE FINISH









HOSPITALITY PROGRAMME











TV COVERAGE

540H+

TV COVERAGE

540H+

WORLDWIDE

950K

LIVE AUDIENCE

2,243

ONLINE ARTICLES

3M+

IMPACT / REACH

165

UAE TOUR WOMEN
PROMOTION SPOTS

21

VIDEOS PUBLISHED ACROSS
EUROSPORT PLATFORMS

6.5H

LIVE BROADCAST ON
EUROSPORT



MEDIA COVERAGE

2,400+

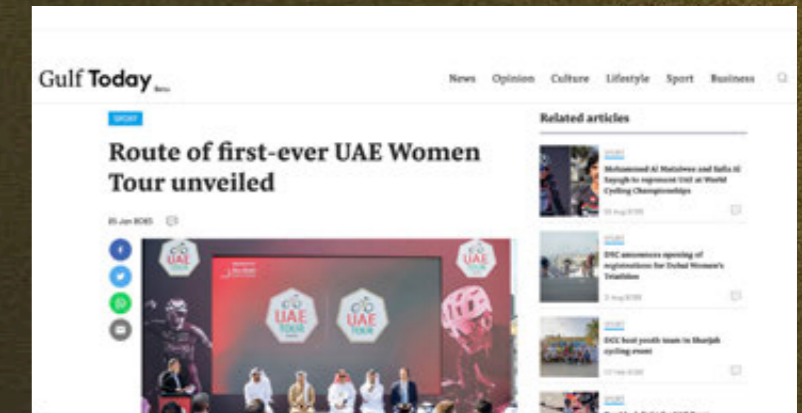
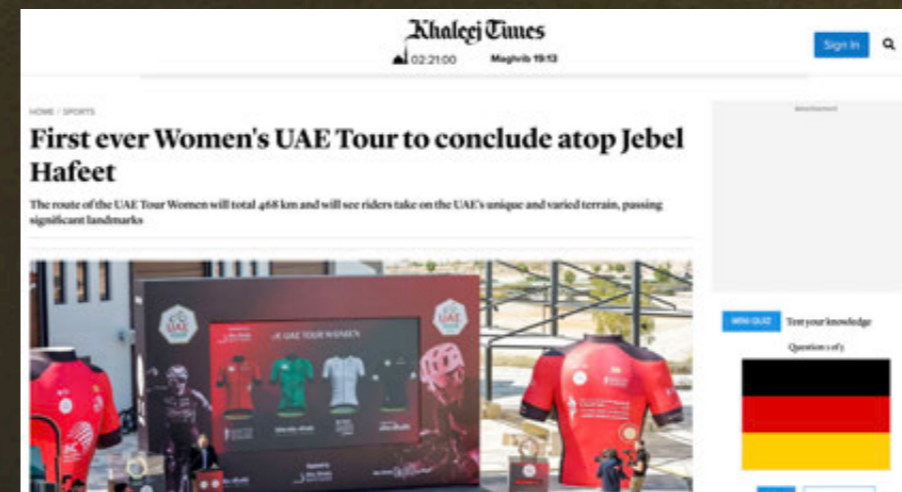
TOTAL ARTICLES

25M

TOTAL MEDIA VALUE

93+

COUNTRIES



TOP 5 COUNTRIES BY VALUE (\$)

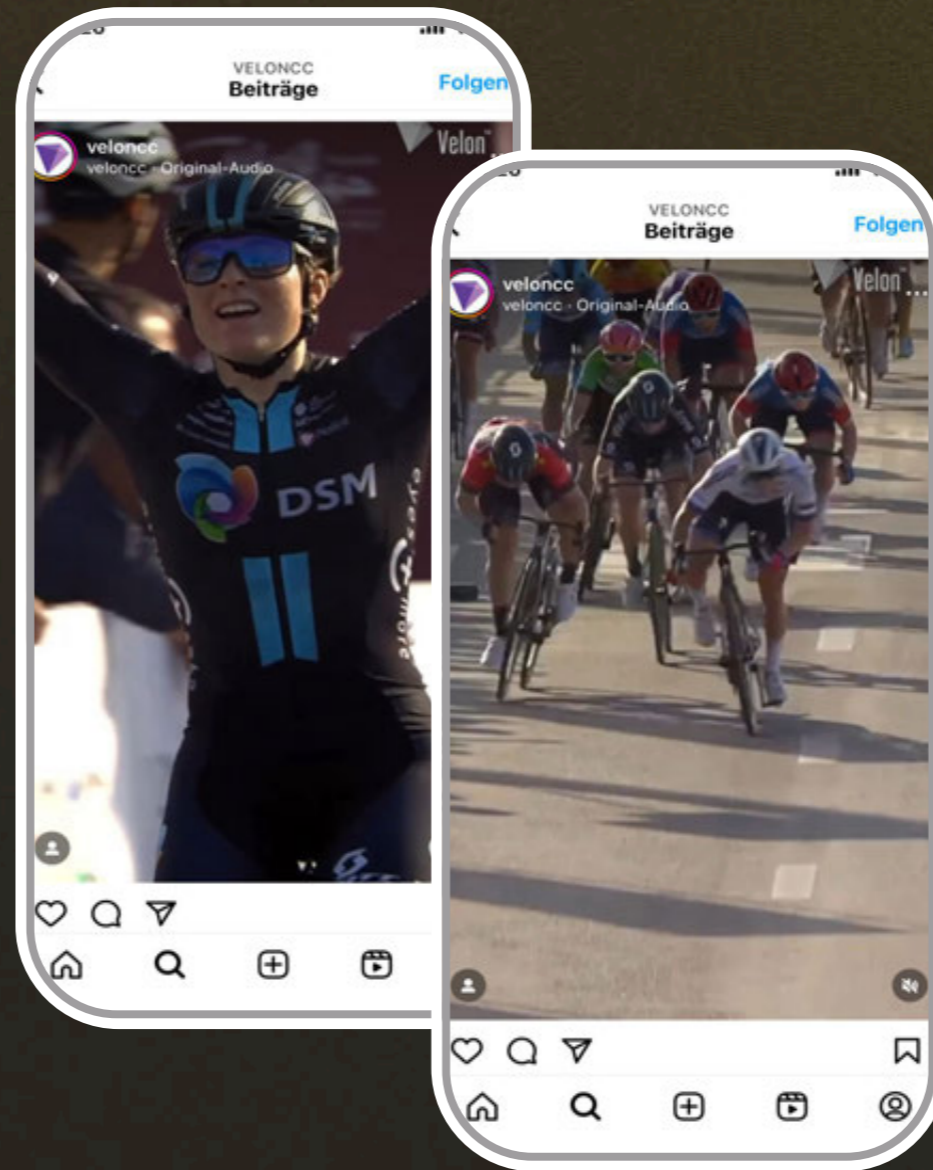
SPAIN | ARGENTINA | UAE | BELGIUM | USA

TOP 5 COUNTRIES BY # OF ARTICLES

UAE | USA | FRANCE | EGYPT | SAUDI | ARABIA



INTERNATIONAL MEDIA PARTNERSHIP



GCN

1.6M+

VIDEO VIEWS

2.1M+

REACH

VELON

5.2M

IMPRESSIONS

3.2M

VIDEO VIEWS

CYCLING NEWS

101K+

IMPRESSIONS

103K

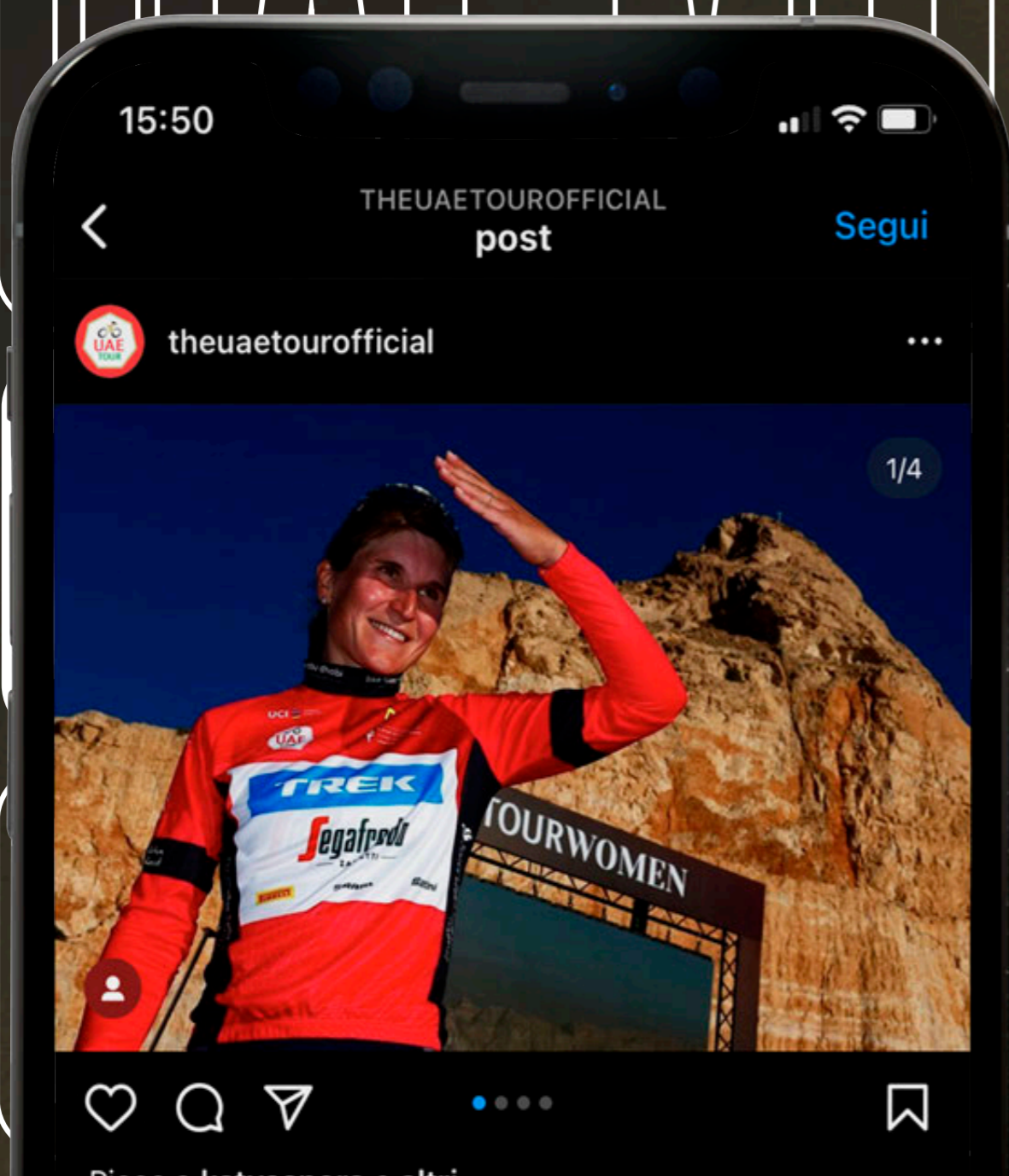
VIDEO VIEWS

SOCIAL MEDIA

SOCIAL MEDIA

SOCIAL MEDIA

SOCIAL MEDIA



165K+

IMPRESSIONS

172K+

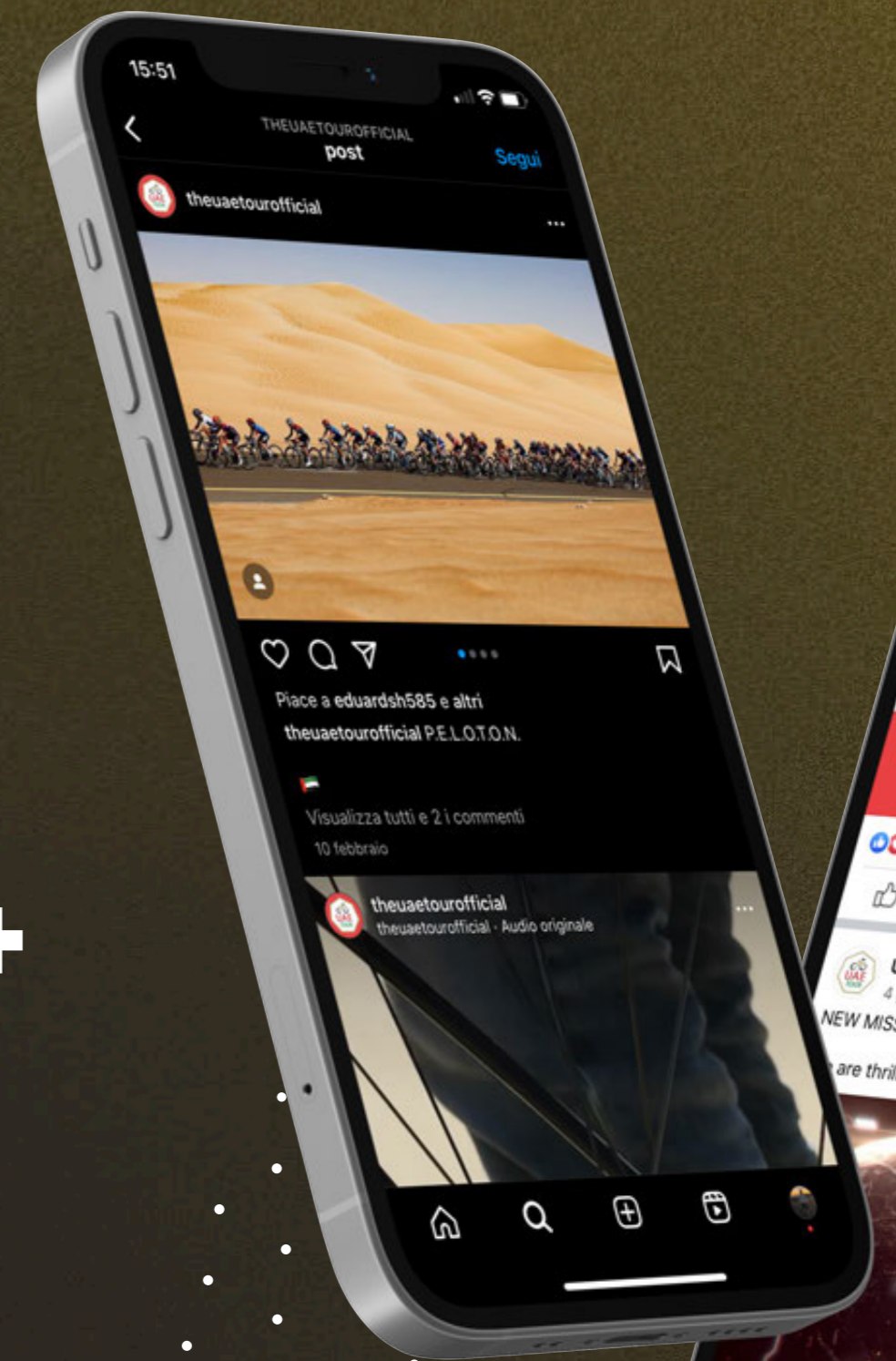
VIDEO VIEWS

123,000+

SOCIAL FANS

1,000+

PIECES OF CONTENT PUBLISHED DURING RACE WEEK



OPERATIONAL

NUMBERS



221

FLIGHTS / TICKETS BOOKED



2,400+

HOTEL ROOM NIGHTS



700+

STAFF + VOLUNTEERS
AND TEAMS

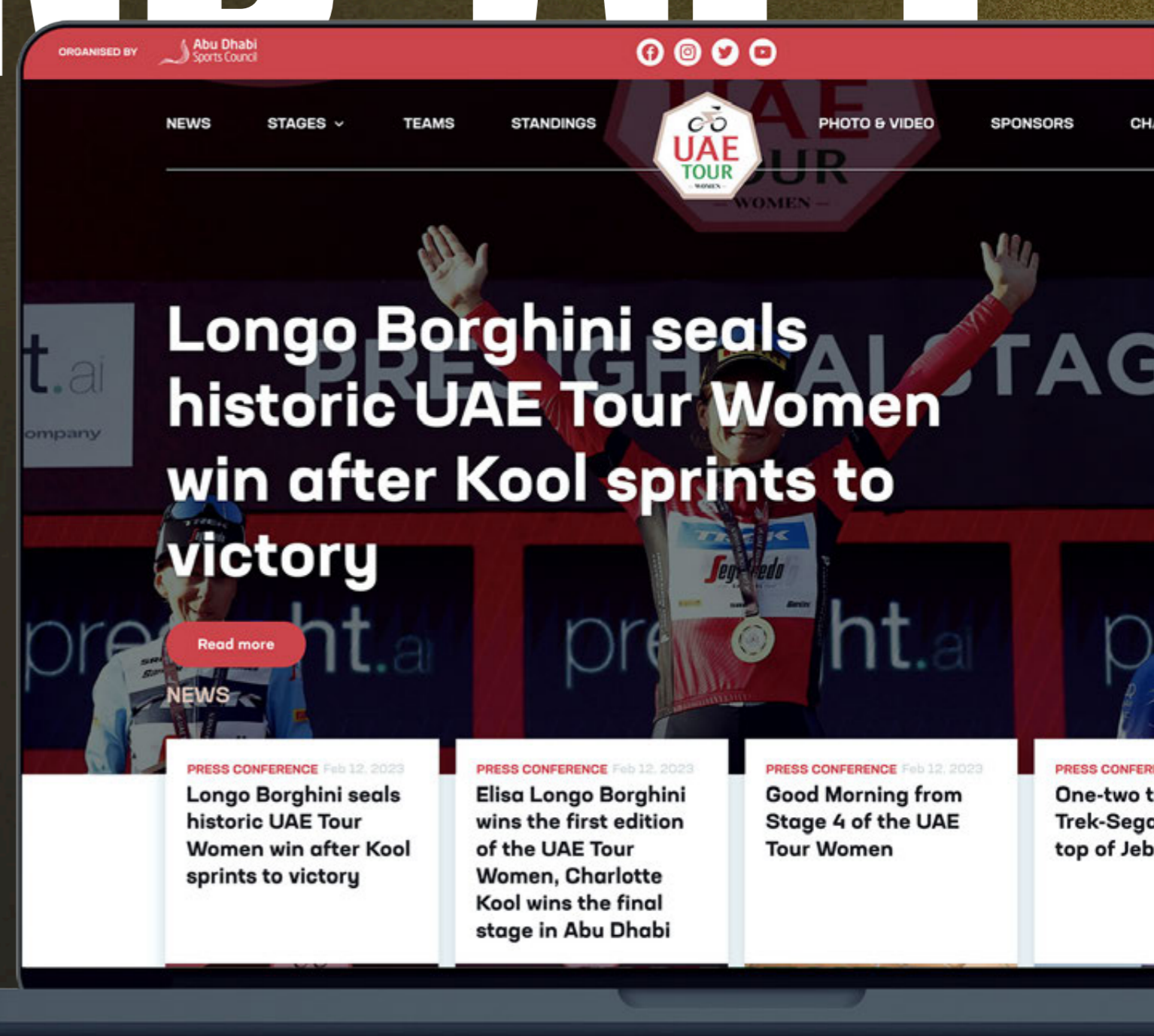
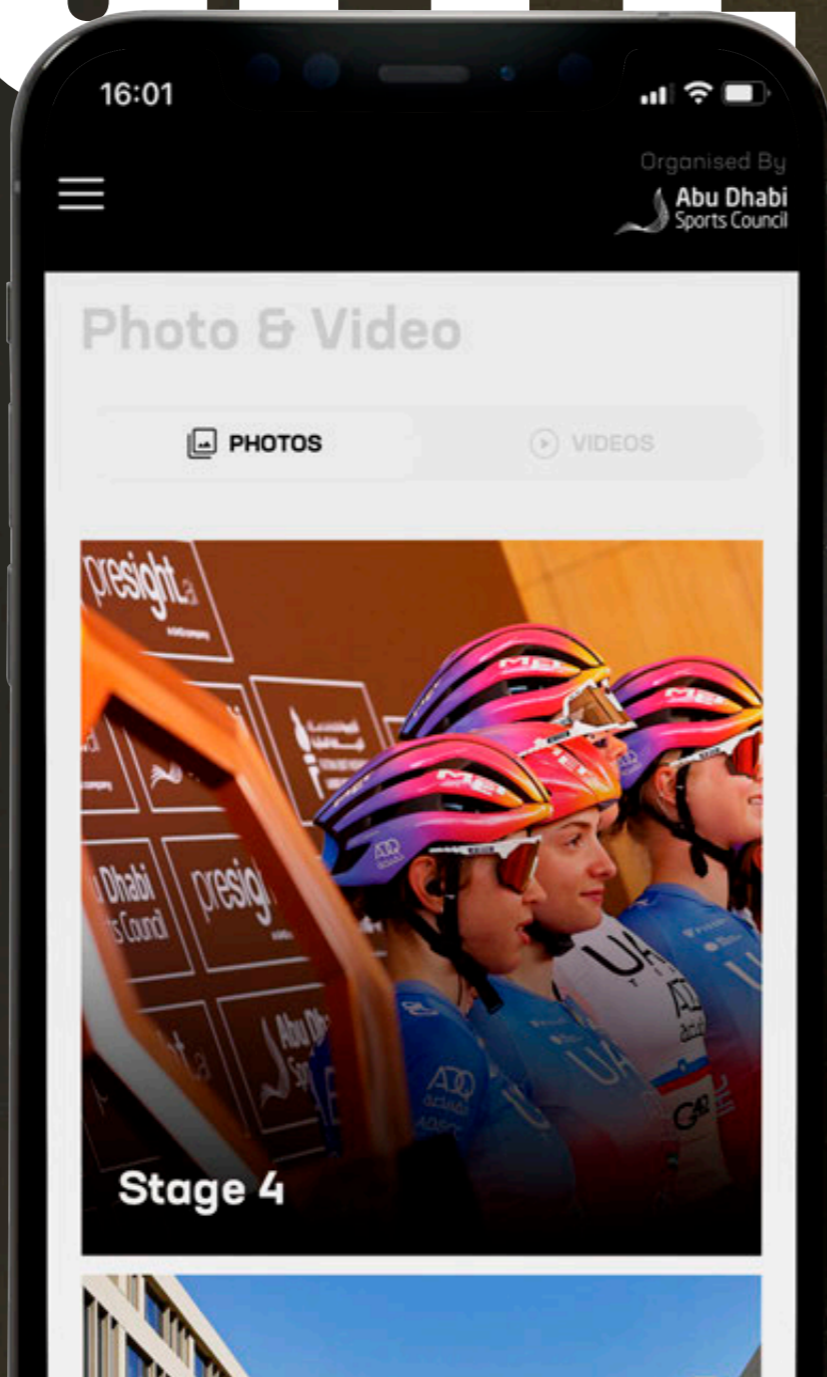
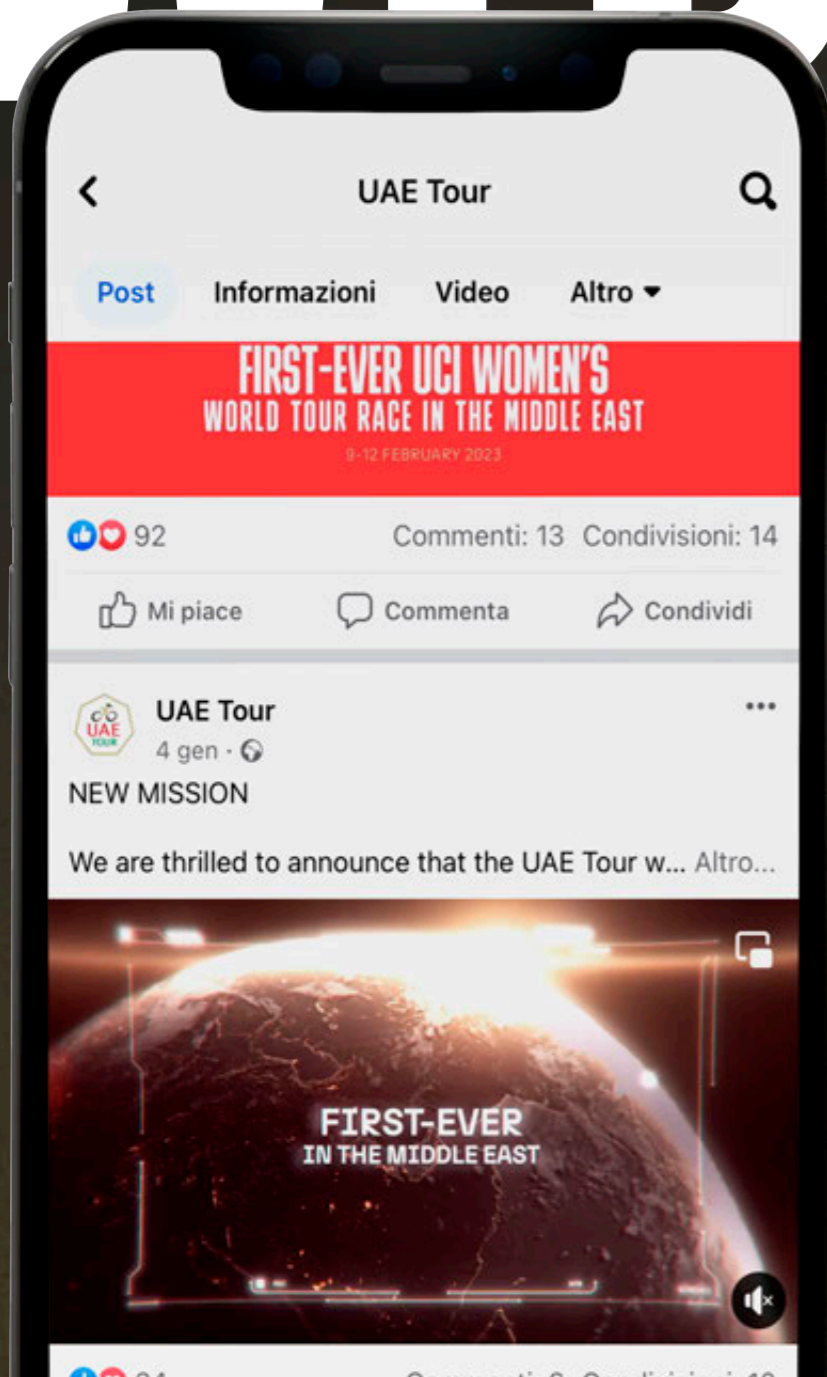


25,000

TOTAL EQUIPMENT KG



WEBSITE AND APP

















THANK YOU

شكرا لك

ORGANISED BY



OFFICIAL PARTNER



JERSEY SPONSOR



OFFICIAL SUPPLIER



STAGE SPONSOR



OFFICIAL WATER



INTERNATIONAL MEDIA PARTNERS



STAGE PARTNER



OFFICIAL CAR



HOST BROADCASTER



INSTITUTIONAL PARTNERS



OFFICIAL JERSEY



OFFICIAL TIMEKEEPER



