



08-11 FEBRUARY 2024

***THE ONE AND ONLY
UCI WOMEN'S
WORLD TOUR RACE
IN THE MIDDLE EAST***

UAE TOUR WOMEN

2024 OFFICIAL JERSEYS

RED JERSEY



ENERGY
LEADERSHIP

GENERAL TIME
CLASSIFICATION

GREEN JERSEY



CHALLENGE
STRENGTH

GENERAL POINTS
CLASSIFICATION

WHITE JERSEY



HOPE
FUTURE

BEST YOUNG RIDER
CLASSIFICATION

BLACK JERSEY



EFFORT
SPRINT

INTERMEDIATE
SPRINT
CLASSIFICATION



STAGE 1
8 FEB 2024

DUBAI STAGE

122 KM
SPRINT STAGE

**FROM DUBAI MIRACLE GARDEN
TO DUBAI HARBOUR**

**STAGE WINNER
LORENA WIEBES | TEAM SD WORX**



STAGE 3
10 FEB 2024

PRESIGHT STAGE

128 KM
CLIMB STAGE

**FROM AL AIN POLICE MUSEUM
TO JEBEL HAFEET**

**STAGE WINNER
LOTTE KOPECKY | TEAM SD WORX**



STAGE 2
9 FEB 2024

MODON STAGE

113 KM
SPRINT STAGE

**FROM AL MIRFA (BAB AL NOJOUR)
TO MADINAT ZAYED**

**STAGE WINNER
LORENA WIEBES | TEAM SD WORX**



STAGE 4
11 FEB 2024

ALDAR STAGE

105 KM
SPRINT STAGE

**FROM LOUVRE ABU DHABI
TO ABU DHABI BREAKWATER**

**STAGE WINNER
AMBER KRAAK | FDJ-SUEZ**

LOTTE KOPECKY

TEAM SD WORX

UAE TOUR WOMEN
2024 WINNER



TOP STATS

4

STAGES

20

TEAMS

700+

STAFF + VOLUNTEERS
AND TEAMS

722M+

REACH
(PR ARTICLES)

3,128

ARTICLES

4.2M+

LIVE AUDIENCE

6.6M+

MEDIA VALUE

2.1M+

GLOBAL REACH

131K+

SOCIAL FANS

4,700+

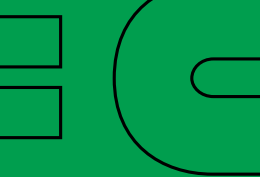
HOTEL ROOM
NIGHTS

25,000 KG

TOTAL EQUIPMENT KG

818H

TOTAL TV HOURS



UAE TOUR

SPORT

RELEVANT

DATA





TV COVERAGE

818H

TV COVERAGE WORLDWIDE

3,128

ONLINE ARTICLES

722M

IMPACT / REACH

4.2M

LIVE AUDIENCE

102

UAE TOUR WOMEN
PROMOTION SPOTS

2.1M

GLOBAL REACH

6H35

LIVE BROADCAST ON
EUROSPORT

9H26

GLOBAL BROADCAST ON
EUROSPORT

MEDIA COVERAGE

227 MEDIA OUTLET

3,128 ARTICLES PRODUCED
IN 34 COUNTRIES

TOP 10 COUNTRIES

🇦🇪 UNITED ARAB EMIRATES | 🇦🇺 AUSTRALIA | 🇮🇹 ITALY | 🇧🇪 BELGIUM | 🇺🇸 UNITED STATES |
🇵🇱 POLAND | 🇫🇷 FRANCE | 🇩🇪 GERMANY | 🇪🇬 EGYPT | 🇬🇧 UNITED KINGDOM

The screenshot shows the HLN website interface. At the top, there's a navigation bar with 'HLN' logo and menu items: NIEUWS, SPORT, SHOWBIZZ, NINA, REGIO, VIDEO, PUZZEL, PODCAST. There are also buttons for 'ABONNEREN' and 'LOGIN'. Below the navigation, there's a sub-menu with 'Voetbal', 'Giro', 'Olympische Spelen', 'Tennis', 'Formule 1', 'Darts', 'Meer Sport', 'Time-out', and 'Sport in de buurt'. The main content area features a large image of Lotte Kopecky celebrating her victory. Below the image is the article title: 'Wat kan ze niet? Lotte Kopecky triomfeert in koninginnenrit UAE Tour: "Mijn eerste bergzege ooit, te gek voor woorden"'. To the right of the article, there's a sidebar with a newsletter sign-up form titled 'Wil je elke dag de Sportnieuws nieuwsbrief van HLN ontvangen via e-mail?' and a 'NET BINNEN' section with a list of recent news items.

This screenshot shows a video player on the HLN website. The video title is 'Kopecky: "Eens kijken hoe ver ik zou raken op deze klim"'. The video player includes a play button and a progress bar. Below the video, there's a quote: '"WINNEN OP ZO'N KLIM IS GOED VOOR HET VERTROUWEN"'. To the right of the video player, there's a sidebar with a promotional offer for the 'Koninklijk Museum voor Schone Kunsten Antwerpen (KMSKA)' with a price reduction from €139,95 to €66,00, and another offer for €10,00 to €7,50. A 'BEZOEK DE WEBWINKEL' button is also visible.

SOCIAL MEDIA

2024 PERFORMANCE

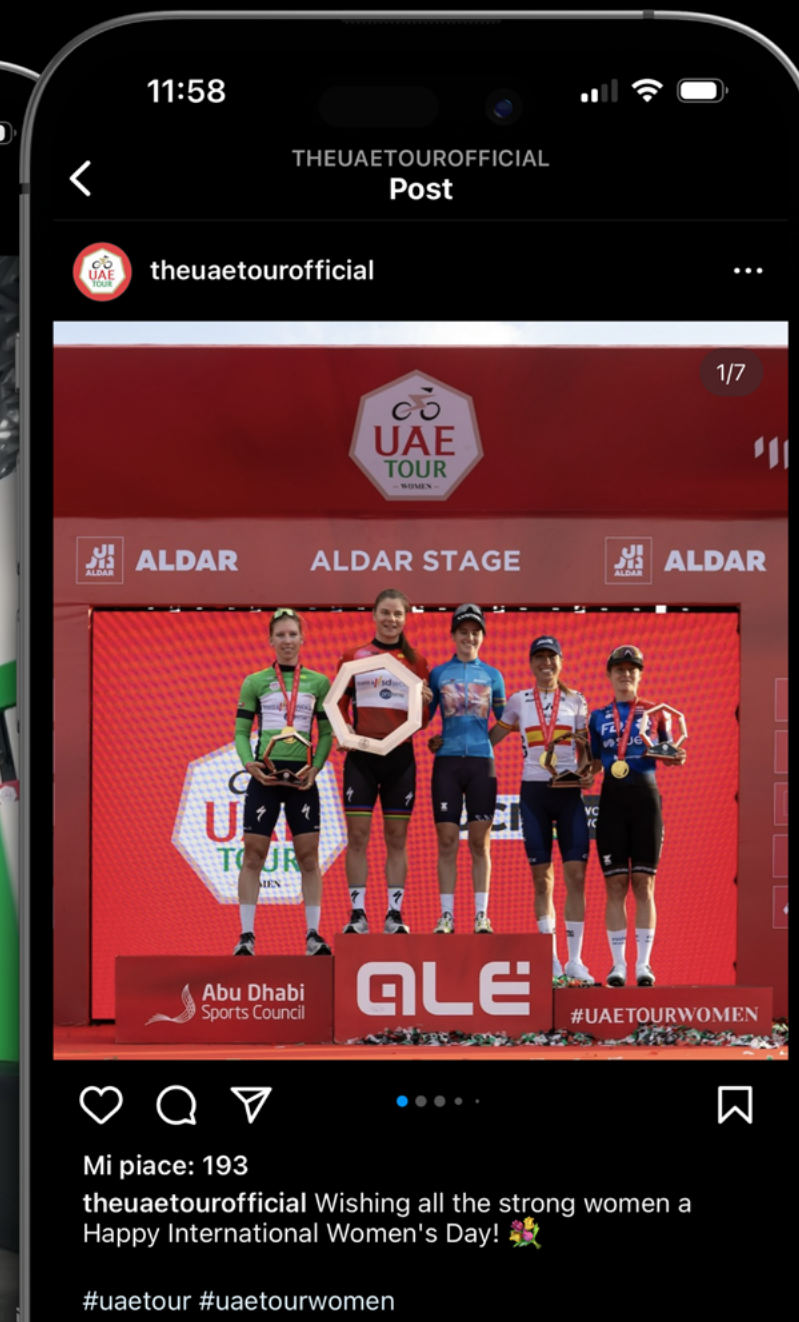
131K+
SOCIAL FANS

2M+
TOTAL
ACCOUNT REACH



500+
PIECES OF
CONTENT SHARED

1M+
ACCOUNTS
ENGAGED





1.7M+

ACCOUNTS REACHED

76K+

ACCOUNTS ENGAGED

45K+

TOTAL FOLLOWERS

500+

CONTENT
PIECES SHARED



DISCOVERY

1M+

POST REACH

60K+

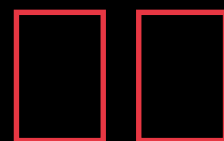
POST ENGAGEMENT

400+

PAGE LIKES

700+

NEW PAGE FOLLOWERS



INTERACTION

6K+

REACTIONS

580+

COMMENTS

500+

SHARES

37K+

LINK CLICKS



FOLLOWERS

13K+

FOLLOWERS

496

FOLLOWING

CONTENT

70+

CONTENT PUBLISHED



THANK YOU

ORGANISED BY



JERSEY SPONSOR



STAGE SPONSOR



STAGE PARTNER



OFFICIAL CAR



HOST BROADCASTER



OFFICIAL TIMEKEEPER



OFFICIAL JERSEY



شكرًا

OFFICIAL PARTNER



OFFICIAL SUPPLIERS



INTERNATIONAL MEDIA PARTNERS



OFFICIAL NEWSPAPER



OFFICIAL WATER



INSTITUTIONAL PARTNERS





CƠ
UAE
TOUR
- WOMEN -