Ressort: Sport

105th Tour de France 2024

Tour de France

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GDN - Great Start in Italy: In 2024, the Tour de France chose Italy for the Grand Départ. The race started from Florence, in the Tuscany region, and crossed Emilia-Romagna. This was a historic and unprecedented great start for the cycling competition.

The Tour de France Caravan: One of the great attractions of the Tour de France is the massive advertising caravan that precedes the race. This caravan consists of 150 vehicles covering a 10-kilometer procession. In addition to the advertising cars, it involves 480 people, including mechanics and logistics staff. Furthermore, there are 120 members of the medical team, including ambulances, doctors, and nurses. This daily spectacle lasts over 30 minutes and contributes to the unique atmosphere of the Tour de France.

Winner of the Tour de France 2024: Tadej Pogacar secured his third victory at the Tour de France in 2024. The talented Slovenian cyclist won the individual time trial of stage 21 in Nice. With this victory, Pogacar became the first man to win both the Tour de France and the Giro d'Italia in the same year since the legendary Marco Pantani in 1998. His leadership was solidified by six stage wins and a lead of six minutes and 17 seconds over the second-place rider, Jonas Vingegaard. An extraordinary achievement for an exceptional cyclist!

Cost of Hosting the Tour de France in Italy: Hosting the Tour de France in our country cost approximately eight million euros. This expense was divided among Tuscany, Emilia-Romagna, and Piedmont—the three regions involved in the Italian stages. However, the generated economic impact will be at least ten times greater. According to a study commissioned by the Emilia-Romagna region, the tricolor Grand Départ will directly generate 59 million euros, with 29 million euros in the region itself. Nationally, additional indirect benefits of 47 million euros are expected, along with an extra 13 million euros for "made in Italy" cycling industry companies. Additionally, it is estimated that there will be around 300,000 hotel stays, with half of them in Emilia-Romagna, and 1.8 million spectators along the roads during the three Italian stages. An investment promising significant returns!

Other Benefits of Hosting the Tour de France in Italy:
Tourism Promotion: The Italian stages provided a unique opportunity to promote the country's scenic and cultural beauty. Spectacular images of cities, villages, and countryside traversed by cyclists were broadcast worldwide, capturing tourists' attention.
Media Visibility: The Tour de France is one of the most globally followed sporting events. The media coverage of the Italian stages provided unprecedented visibility for the regions involved, enhancing Italy's image as a tourist destination.

Social Impact: The enthusiasm of fans lining the streets during the cyclists' passage created a festive and engaging atmosphere. Such sporting events bring people together, promoting a sense of community and belonging.
Infrastructure Development: Organizing the Tour de France requires investments in road infrastructure, hotels, emergency services, and logistics. These improvements can have a positive long-term impact on the region.
In summary, the arrival of the Tour de France in Italy represented a unique opportunity to promote the country, engage the community, and create a positive impact on various levels.

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