

TOUR DE FRANCE

***Make the most of the
Grand Départ as it travels
through Lancashire in July
2027***

Marketing
Lancashire

 **a digital.**

BONJOUR!

INTRODUCTION

A huge opportunity for Lancashire

ECONOMIC IMPACT

From the 2014 Grand Départ

THE OPPORTUNITY FOR LANCASHIRE

A global audience

MARKETING TIMELINE

Plan NOW for a successful activation

TDF BRANDING GUIDANCE

Avoid trouble with commercial content

CYCLE TOURISM GROWTH

Long-term growth opportunities

Produced in collaboration by

Marketing
Lancashire  a digital.

© Marketing Lancashire and A Digital Ltd 2026

This is an informational guide for businesses to make the most of the Tour de France passing through Lancashire on 3 July 2027.

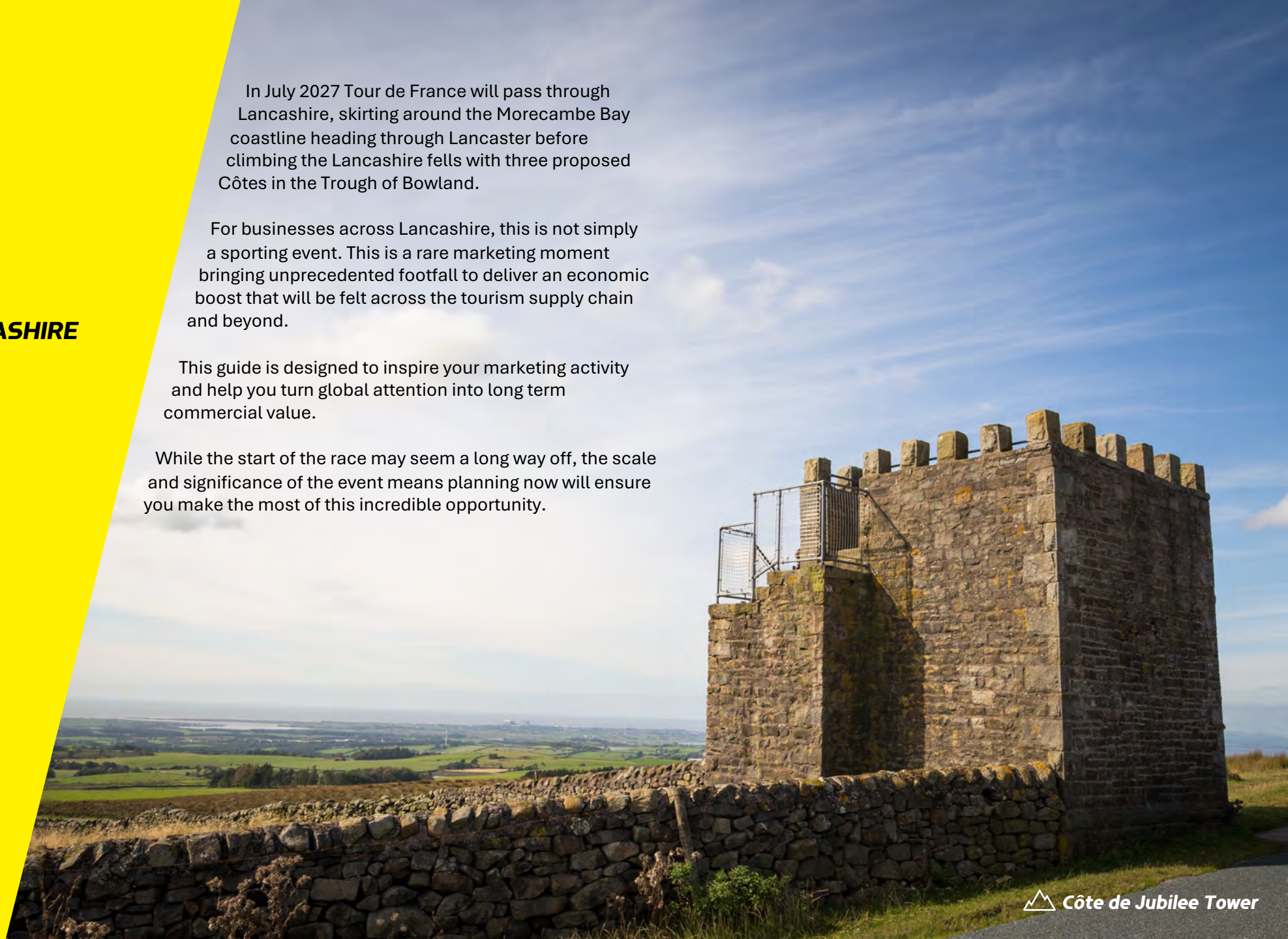
This material is not affiliated with or endorsed by the Tour de France or Amaury Sport Organisation.

In July 2027 Tour de France will pass through Lancashire, skirting around the Morecambe Bay coastline heading through Lancaster before climbing the Lancashire fells with three proposed Côtes in the Trough of Bowland.

For businesses across Lancashire, this is not simply a sporting event. This is a rare marketing moment bringing unprecedented footfall to deliver an economic boost that will be felt across the tourism supply chain and beyond.

This guide is designed to inspire your marketing activity and help you turn global attention into long term commercial value.

While the start of the race may seem a long way off, the scale and significance of the event means planning now will ensure you make the most of this incredible opportunity.





INTRODUCTION

The Tour de France is one of the world's largest and most recognisable sporting events, attracting a vast global audience. It generates widespread national and international interest, drawing not only passionate cyclists but visitors keen to experience the atmosphere and energy of a world-class event.

On 2 July 2027, the **Grand Départ** begins in Edinburgh, with Stage 1 taking riders through the Scottish Borders and closing Carlisle.

Stage 2 starts the following day in Keswick, continuing through the Lake District towards Morecambe and Lancaster, before ending the day on Liverpool's famous waterfront.

The route through Lancashire includes our cities, coast and countryside, passing some of our best-known landmarks, quaint villages and no less than 4 challenging climbs known as 'côtes', taking in the Trough of Bowland and West Pennine Moors.

The event is set to deliver a significant economic boost as visitors travel to the region to experience this once in a generation moment.

Crucially, the impact will be felt well beyond the visitor economy, with opportunities to activate the entire Lancashire business community, in particular accommodation providers, food and drink venues, retailers and transport providers as well as suppliers and professional service partners.

ECONOMIC BENEFITS FROM THE 2014 GRAND DÉPART YORKSHIRE

The 2014 Tour de France Grand Départ delivered a significant economic and cultural boost to the UK host regions, generating over £130 million in immediate economic impact.

Independent evaluation concluded that the long-term economic impact would have exceed £150 million, driven by increased tourism, global profile and sustained legacy benefits.



3.5m

Roadside spectators in 2014



44%

Spectators living outside Yorkshire returned within 3 months



£24.3m

Benefit to accommodation sector in host areas



113k

Visitors from outside the UK



GUEST ACCOMMODATION

TURN GLOBAL DEMAND INTO BOOKINGS AND LONG-TERM VALUE

For accommodation providers across the county the Tour de France represents a once-in-a-generation opportunity to create long-term cycling tourism demand, drive direct bookings and attract international visitors.

Importantly, you don't need to be located directly on the Tour de France route to benefit.

With global coverage beamed to TV and streaming platforms worldwide, the whole county will have the opportunity to show off our natural beauty and warm hospitality.

Visitors will demand high standards of accommodation and great guest experiences from where they can explore our region's towns and villages, making memorable experiences to share with family and friends.

Now is the time to plan guest offers, refresh your marketing channels and ensure strong website visibility so you can reduce your reliance on costly third-party booking providers at a time of peak demand.

Stay up to date with official websites on the latest news and events taking place around the Tour.



RETAILERS AND CATERERS

INCREASED COUNTY-WIDE FOOTFALL FROM NEW AUDIENCES

The 2027 Tour de France is about more than just a day of racing. Building momentum now means businesses can join in as the excitement builds

Themed events, menus and products will help create a festival-style atmosphere across the region, encouraging visitors to stay longer and increase their local spend. And standing out from the crowd may just catch the attention of global media outlets!

As final plans for the event become clearer, businesses will be able to refine how they capitalise on strong demand and increased footfall. This may include extended opening hours, additional seating or serving capacity, or exploring mobile and pop-up offers positioned along key routes.

Retailers can feature a range of unique souvenirs and gifts while visitor attractions can create one-off experiences, particularly where they can support demand for parking, catering or extended dwell time.

The event also presents a wonderful opportunity for new partnerships and collaborations, enabling businesses to combine offers, share audiences and encourage a joined-up visitor experience across the region.



PLANNING YOUR MARKETING



 Way of the Roses, Morecambe

THE TOUR DE FRANCE IN LANCASHIRE

3 July 2027



223km from Keswick to Liverpool



Côte de Jubilee Tower



Côte de Trough of Bowland



Côte de Waddington Fell



Côte de Belmont



Côte de Parbold



+2,849m



-2,916m



MARKETING TIMELINE

OCTOBER

- Audit your website
- Review requirements for new photography, video and copywriting
- Begin writing Tour-related FAQs and focused SEO content
- Review and segment your mailing lists
- Engage extra marketing support if needed
- Review cyclist-friendly facilities



Look out for the final route announcement on 22 October from Paris!



NOVEMBER

- Define Tour-related offers and target audiences
- Build packages, experiences and set any minimum-stay rules
- Plan cyclist-friendly messaging and FAQs for longer term visitor opportunities
- Include information about the Tour in email campaigns
- Plan social media and content themes

DECEMBER

- Expand content and campaigns to capture peak interest after Christmas
- Consider selling gift vouchers for Tour experiences
- Discuss possible fringe events with other local businesses
- Plan for new cycling facilities to be installed in the new year



MARKETING TIMELINE

APRIL - MAY

- Reduce reliance on OTAs through value-led offers
- Coordinate messaging with partners and other local businesses
- Plan on-site service and experience delivery
- Create long-form cycling content
- Explain timings and expected road closures in guest communications

JAN-MARCH

- Begin targeted email campaigns promoting Tour-related offers
- Create a social media content calendar
- Explore influencer collabs
- Encourage reviews on relevant platforms
- Increase visibility across international and cycling-focused audiences
- Promote direct-booking benefits and limited availability
- March 24th starts the 100 day countdown to the Tour

JUNE - JULY

- Display signage to drive awareness
- Decorate your property with cycling and Tour related themes
- Build excitement with countdowns and live content
- Publish content about the main event on your website and socials with suitable images
- Launch early-interest email campaigns soon after the 2026 Tour finishes



CUSTOMER CONSIDERATIONS

As visitor numbers increase and attention intensifies around the event, small operational touches can significantly enhance the guest experience while helping teams manage pressure on site.

Planning these details in advance ensures venues feel welcoming, organised and aligned with the occasion, without compromising day-to-day service.

You might wish to consider:

- Decorating or theming your venues
- Temporary pathways and signed routes to the best viewing points
- Race inspired menus or themed food and drink options
- Additional seating or standing areas
- Reserved parking or clear parking guidance
- Clear access information for guests and customers (especially if they could be affected by road closures or access restrictions)
- Gifts or merch for guests



© Rawdon Fox Flickr CC-BY Licence

GUEST PACKAGES AND BOOKINGS

During periods of exceptional demand, hotels and guest accommodation have an opportunity to shape bookings in a way that protects revenue while improving the guest experience. It's an opportunity to focus on value added benefits, rather than discounting or competing solely on nightly rates through third-party platforms.

Here are some suggestions to build stand-out packages for your target audiences.

SMALL HOTELS, GUEST HOUSES AND SELF-CATERING

Small accommodation providers have the benefit of simplicity, plenty of added-value options and personal service.

- Create simple direct-only bundles (eg. stay + parking or other local perks)
- Add thoughtful extras rather than discounts (eg. unique merch, late checkout)
- Consider minimum-night stays for peak dates
- Ensure listings and availability on external booking sites are up to date
- Prioritise existing guests and email subscribers first
- Highlight proximity to the route, viewing areas or transport links
- Offer reserved parking where possible
- Clearly show direct booking benefits on your website
- Use personal, direct email communication to build trust with your guests



GUEST PACKAGES AND BOOKINGS

LARGER HOTELS AND MULTI-VENUE PROPERTIES

Larger hotels typically have more flexibility to segment audiences and coordinate marketing, revenue and operations at scale.

- Develop packages with clear value differences
- Combine accommodation with experiences, parking or viewing access
- Keep premium room inventory exclusive to direct channels
- Apply minimum-night stays across room types
- Launch early-bird incentives with defined booking windows
- Consider different offers for domestic vs international audiences
- Promote premium viewing areas where possible
- Clearly differentiate direct-only benefits across all channels
- Support campaigns with targeted email and remarketing activity
- Make sure internal teams are all aligned to your objectives
- Sell gift vouchers for experience packages



CYCLING AUDIENCES

Cycling audiences are wide and varied. While the Tour will attract many non-cyclists as visitors and spectators, to capitalise on the expected growth in cycle tourism, it's important to consider sub-groups who enjoy cycling, but aren't necessarily choosing cycling as their primary holiday activity.

Sub-audiences include:

- **Families** looking for short or flatter routes
- Avid **road cyclists** looking to cover longer waymarked or circular routes
- **Mountain bikers** choosing offroad tracks and purpose-built Trail Centres such as Gisburn Forest or natural trails such as Rivington Pike
- **Cycle tourers** and gravel bike riders on mixed terrain
- Many cyclists will prioritise **wellness and sustainability** in their buying decisions
- Frequent and occasional **leisure cyclists**
- **Cycle clubs** and enthusiasts
- Spectators and **non-cycling visitors** who want to feel inspired by a major event

We recommend tailoring your content to meet the requirements of the above audiences or learning more about specific riding areas or events.



ACTIVATION FOR THE RACE

A successful activation for the Grand Départ will require detailed planning and a responsive approach as the event nears. But that means kick-starting specific marketing activities **now** to put a strong plan in place and ensure your guests have a memorable experience that is a commercial success as well.

Venues may wish to have support real-time marketing activity on-site, including capturing short-form video, photography and live social updates that reflect the atmosphere on the ground.

With heightened media and public interest, there may also be opportunities to host informal interviews, talks or content with visiting personalities, teams or commentators, turning your venue into part of the wider story.

Combined with clear guest communications and well-managed on-site operations, this approach ensures marketing activity feels authentic, timely and connected to the moment rather than pre-planned and static.

TOP TIPS FOR A GREAT ACTIVATION

- ☐ Create countdowns to the main event as internal and local preparations take place
- ☐ Go live with content from the front line to capture the spirit and atmosphere of the event
- ☐ Ensure regular guest communications
- ☐ Remember guest and delivery access will be limited during the event – plan ahead
- ☐ Encourage user-generated content
- ☐ Create a great on-site atmosphere with signage, banners and theming
- ☐ You can never have enough photos of an event like this (although see the section on brand use)

TDF BRAND USAGE GUIDANCE



© Dave Haygarth Flickr CC-BY Licence

BRAND USAGE GUIDELINES

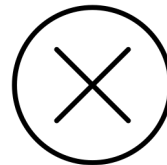
The Tour de France is one of the world's most recognisable sporting brands, with its name, visuals and assets carefully protected.

The guidance on this page is designed to help hotels and visitor attractions reference the event confidently and creatively, while avoiding any implication of official affiliation or misuse of brand assets. Feel free to use this guide for your own inspiration in which you'll see there's no use of the official logo or devices and trademarks such as "Le Tour" and "Grand Départ" are used only in descriptive text rather than headlines.



DO

- Refer to the event in descriptive text only
- Promote cycling-friendly facilities
- Create direct-only packages using place-led language
- Use cycling-inspired imagery and the Lancastrian landscape
- Reference the event factually in guides and FAQs
- Create themed experiences inspired by cycling culture
- Focus on place, experience and atmosphere



DON'T

- Use Tour de France or Grand Départ as package or product names
- Display official logos, jerseys or typography
- Create or gift Tour-branded merchandise
- Use Tour-style visuals
- Present experiences as "official" or endorsed
- Use official route maps or branded signage
- Sell or display merchandise featuring Tour logos or marks
- Recreate recognisable Tour visual assets

USING TOUR PHOTOGRAPHY

Capturing photos and videos during the Tour should be encouraged, but it's important to remember there are limitations on how images from major sporting events can be used. Most images that show the atmosphere, setting and activity around your venue can be used with confidence. However, certain images used in a commercial setting demand more caution.

You can **usually** use personal photos:

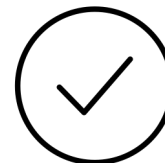
- Taken by you or your staff
- From public areas
- Showing the race, riders, crowds, atmosphere

When they are used for:

- Personal social media posts
- Editorial-style content in blogs or news updates
- Non-promotional reporting

Once a photo is used to promote a business or support marketing activity, it counts as **commercial use** and restrictions can apply. Images showing logos, official jerseys, race infrastructure or identifiable individuals can create legal risk by infringing rights or implying official endorsement and should be avoided.

Never use images from official sources or search engines without permission and always ensure images of cyclists show them wearing helmets and appropriate safety gear.



DO

Do use photos of:

- Landscape and place
- Crowds and atmosphere from a distance
- Cyclists as part of the scene (not identifiable pros)
- Non-branded moments (roads, scenery, celebration)
- Your venue or attraction during the event



DON'T

Avoid linking photos to products or specific promotions when they show:

- Close-ups of riders in official jerseys
- Clearly visible Tour or sponsor logos
- Finish lines, podiums, branded signage
- Photos implying endorsement
- Images used as hero visuals in promotions or on landing pages

Even if:

- You took the photo yourself
- It's never sold
- It's "just for marketing"

LANCASHIRE BRAND ASSETS

With all the excitement of the Tour, it's easy to overlook the huge range of existing brand assets and resources that exist to promote Lancashire all year round.

Marketing resources can be found on the [Marketing Lancashire](#) website.

From time to time marketing grants and government funding can support marketing activity for your business. You may also be eligible for support or a loan from a Lancashire County Council Business Growth Service through Boost or Rosebud, if you are using this event as a reason to expand your business.

LANCASHIRE TOURISM RESOURCES

The [Marketing Lancashire website](#) has a dedicated webpage which it will continue to update and expand in the run - up to July's main event.

Meanwhile, [Marketing Lancashire's visitor-facing website](#) is another great source of information about the big race itself.



WHERE TO FIND HIGH QUALITY STOCK IMAGES

- Members of Marketing Lancashire can request images from the team via online@marketinglancashire.com
- Work with local photographers to build up a photo library of your venue in different seasons to suite a variety of different events
- Search stock libraries such as Adobe, iStock, Shutterstock for royalty free images
- Canva Pro subscriptions include stock images
- Avoid using generic free images which are likely to be overused by others

Marketing
Lancashire



CYCLE-TOURISM GROWTH OPPORTUNITIES FOR LANCASHIRE



MEETING THE NEEDS OF CYCLISTS

Hospitality venues can make relatively simple but high-impact changes to make themselves welcoming and more visible to cyclists.

Modern bikes can be very expensive, so secure bike storage is essential and the most important consideration for cyclists.

Early breakfasts and flexible stays will make your venue more attractive, and clear cyclist-friendly messaging on targeted landing pages on your website and social media will ensure these features are visible during the planning and booking journey.

Facilities such as a drying room and basic bike maintenance tools give riders confidence should they be needed, and a library of guidebooks supported by a bit of local knowledge on routes and nearby landmarks will help to build your reputation for being cyclist friendly.

For those who are more casual riders, partnerships with nearby rental services or local guides can provide a new income stream and enhance the overall guest experience.

Venues can provide unique experiences before, during and after the Tour with special packages and events, outside screens, extended opening hours and Tour-related gifts and merch to improve guest satisfaction and turn a short stay into a memorable experience that drives repeat visits and strong word-of-mouth.



CONNECT WITH RIDERS ON SOCIAL MEDIA

The **Strava App** is used by athletes across the world to track walks, runs or rides to discover new routes and share their achievements.

It's heatmap-driven routing highlights the most popular routes and trails, while user-created “segments” turn everyday climbs and stretches of road into shared challenges and public leaderboards.

For many cyclists, a good ride doesn't just end with cake; it ends on Strava, with many known to argue, *“If it's not on Strava, it doesn't count”*.

Strava allows you to set up a club, post updates people will see among their friends' activities and set up your own club. It's a great way to reach more active audiences, especially if you're on or near a route popular with cyclists.

HOW TO ENGAGE WITH COMMUNITIES ON STRAVA

- ☐ Embed route maps from Strava on your website (ideally in a blog post to add keywords and a description of the route)
- ☐ Create a unique Strava route or segment and hold competitions for customers with a leaderboard on the wall
- ☐ Create your own Strava Club and set Club Challenges
- ☐ Encourage riders visiting you to post photos to their route and tag you on social media

STRAVA



AFTER THE RACE IS WON

While the scale and value of the Tour visiting Lancashire in July 2027 is significant, the value of the event doesn't end when the race leaves the region.

High-quality photography, video and stories captured around the event can be carefully repurposed to support future campaigns, showcasing Lancashire's towns, coast and countryside as a year-round cycling destination. By focusing on place, atmosphere and experience rather than official race imagery, this content can be used confidently to build long-term appeal and sustain interest well beyond the event itself.

By catering to the specific needs of cyclists, businesses across the region can create a clear point of difference. From hotels, cafés and visitor attractions to retailers, transport providers and service businesses, simple, thoughtful adjustments such as secure bike storage, accessible parking, flexible service or tailored offers can enhance the visitor experience and position businesses to benefit from both immediate demand and long-term growth in cycling tourism.

For your marketing, using Tour or cycling-related landing pages on your website and social media campaigns will allow you to benefit from long-tail discovery, while newly acquired audiences can be retained through email marketing and remarketing activity.

Taken together, the Grand Départ will turn short-term attention into lasting awareness, repeat visits and long-term growth.



CYCLING IN LANCASHIRE

Long Distance Routes

[Preston Guild Wheel](#)
[Way of the Roses Cycling Route](#)
[Trough of Bowland Cycling Route](#)
[Cycling for All: Lancaster, Morecambe and the Lune](#)

Short Distance Routes

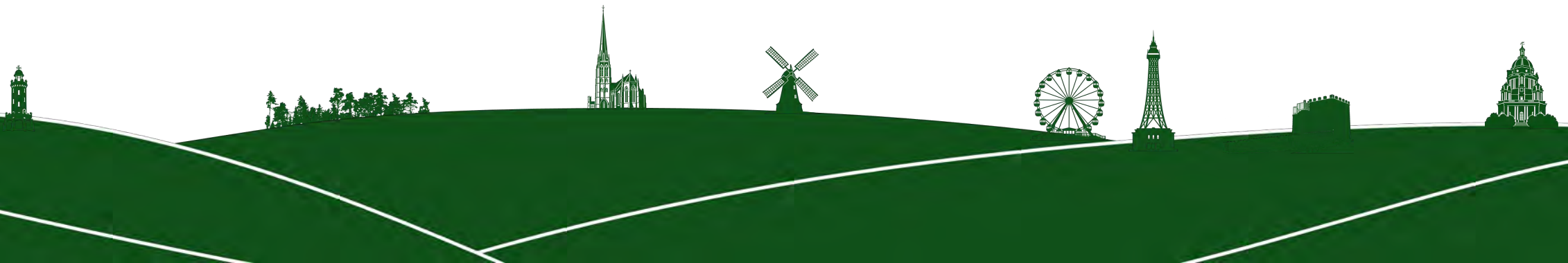
[Visit Lancashire Short Routes](#)
[The Padiham Loop](#)
[Lee and Cragg Quarry Mountain Biking](#)
[Gisburn Forest Mountain Biking](#)

Bike Shops, Services and Hire

[eBike Hire Centre, Gisburn Forest](#)
[Ribble Valley eBikes](#)
[On Yer Bike](#)
[I Cycle, Clitheroe](#)
[Bowland Bikes Cycling Hub and Cafe, Clitheroe](#)
[Apex Cycleworks, Bikes and Coffee, Lytham](#)
[Twin Lakes Velo Café](#)

For more ideas and inspiration head to the [Visit Lancashire website](#).

Visit
Lancashire



ABOUT THE AUTHORS



Marketing Lancashire is driven by an experienced and ambitious marketing and communications team.

We secure funding opportunities, generate income and invest our Partner fees into promotional activity to promote Lancashire as a premier, sustainable and accessible destination for domestic and international visitors.

Working with key partners in the private sector, economic development colleagues and Lancashire Business Ambassadors we focus on enhancing the national and international reputation of the county promoting sustainable economic growth to grow Lancashire's reputation as place to visit, live, work, study and invest in.

Visit Lancashire is our consumer-facing brand for the county. We work closely with Visit England/VisitBritain and a wide range of public and private sector agencies, to grow Lancashire's visitor economy.

Most recent figures (2024) show that Lancashire attracted 68.6 million visitors, who contributed £5.7 billion to the local economy and helped support over 57,068 jobs.

[Visit the Marketing Lancashire website](#)



A Digital is an award-winning digital agency helping leisure and hospitality organisations build marketing strategies around three things that matter most: their audience, their website and how they reach people through search and email.

For most businesses, the website is still your shop window. It's where most customers browse and make bookings and it's central to being found, whether that's through traditional search engines or AI platforms such as ChatGPT.

Alongside full website design and build projects, A Digital works with clients on high-performing email campaigns and wider marketing strategy.

Not sure where to start? A website audit gives you a fresh pair of eyes on your site. We'll identify what's holding it back, highlight the opportunities worth pursuing and give you a clear, prioritised set of actions to drive measurable improvements.

[Find out more about A Digital](#)

This guide is for information purposes only.

Visit marketinglancashire.com/partnership to find out how Marketing Lancashire can support your business.

For information about A Digital, please visit <https://adigital.agency>.

Images from Marketing Lancashire, Adobe Stock and Flickr with attributions where required.

This material is not affiliated with or endorsed by the Tour de France or Amaury Sport Organisation. “Le Tour”, “Grand Départ” are Trademarks of Amaury Sport Organisation (A.S.O.).

STRAVA is a trademark of Strava, Inc.

All trademarks are the property of their respective owners. E&OE.

© 2026 Marketing Lancashire and A Digital Limited. Licensed under CC BY-NC-ND 4.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-nc-nd/4.0/>



Marketing
Lancashire

ad a digital.