



# HOST A STAGE OF THE TOUR DE SUISSE!

The Tour de Suisse is the biggest cycling event in Switzerland, making it a highlight with a large national and international audience.

## REAP THE BENEFITS!

- Great event opportunities in connection with the race:** use the Tour de Suisse as a chance to hold a public festival with attractions for families and fans.
- Create value in the regional economy:** you will benefit from including local businesses and creating value within the region (especially hotel stays and catering)
- Your region in the spotlight:** have your region broadcast live on national and international TV, via online and offline media and on our social media channels.
- High visibility at the event:** benefit from various opportunities to get your region noticed during the event (start and finish lines, podium, etc.)

## WHAT OPPORTUNITIES ARE THERE?

- Starting area:** you will fire the stage's starting shot
- Finish area:** you will watch over the nail-biting finale
- Finish and starting areas:** combine the arrival at the finish line with the race's start. Just as you wish for extra visibility.
- HUB:** the Tour de Suisse spends the whole weekend with you, providing perfect opportunities for an amazing public festival.

## WHAT CONDITIONS NEED TO BE MET?

- Founding a local organising committee
- Railings and infrastructure provided in line with the specifications of the Tour de Suisse
- Electric and water installations (TdS infrastructure, TV compound based on detailed planning by Tour de Suisse
- Organisation and coordination of assistants and local permits
- Various spaces (media room, racing office, etc.) provided
- Required event insurance policies put in place



« Hosting the Tour de Suisse multiple times in Villars-sur-Ollon has enabled us to position our destination as a world-leading area for cycling and cycling tourism. Visibility during the stages gave us a valuable opportunity to attract publicity to our region. »

Sergei Aschwanden, Managing Director  
Porte des Alpes tourist association

« For Davos Klosters, the Tour de Suisse played a key role by introducing a wider public to our picturesque landscape and diversity – both in person and on TV. It gave us the perfect platform to hammer home our message of 'sports unlimited' and boost our attractiveness as an all-year-round travel destination. On top of this, hosting the stages made for a successful start to the season in the media and attracted valuable overnight stays before the start of the main season. »

Andre Rellstab, Head of Events  
Destination department at Davos Klosters



## STAGE DESTINATION FEE (PRICES EXCL. VATT)

Start	from CHF	22'500
Finish	from CHF	45'000
Finish and start	from CHF	60'000
HUB	from CHF	200'000

Please note: prices vary for Tour de Suisse Men and Women.  
Combinations of finish and start and multi-year planning result in a discounted fee.

## HOST A STAGE NOW AND JOIN THE TOUR DE SUISSE FAMILY!

**For more information or a non-binding meeting, please get in touch:**  
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