CMB Empire: Sheffield Set to Prosper as the Host of Le Grand Depart

Friday 4 July, 2014

Sheffield is set to be descended upon by cycling enthusiasts who are set to provide a welcome boost to the area's economy. CMB Empire, a Sheffield-based direct marketing firm, joins the excitement and welcome such a positive event to the city.

On the 6th of July, Yorkshire will play host to the first 2 stages of Le Grand Depart, the opening of the world's most famous cycling event, the Tour de France. 200 cyclists will compete in 18 teams as part of the world's largest single sporting event. The 200km stage of the race will pass over Holm Moss Moor, which is widely regarded as one of England's most challenging bicycle descents, before continuing through the northern most tip of the Peak district and concluding in the iconic city of Sheffield.

680,000 spectators are expected to line the full length of the course to support the participants in this one of a kind event. The Tour de France has only ever visited England 3 times previous to this year's event, and the 2014 tour is a ground-breaking event in itself, with Yorkshire being the first English county to host more than one stage of the race.

The race is set to have a positive impact to the local economy, bringing an estimated £100 million to Yorkshire. The influx of spectators will no doubt be great news for the local tourism industry, and with proposed plans to promote the tours route permanently as an attraction for leisure cycling in the future is sure to bring many more visitors for years to come.

It's not just the tourism industry set to gain from the race, with an estimated 3.5 billion viewers watching the race globally, the race is a great opportunity for the area to promote itself as one of northern England's most exciting cultural and business centric hubs, with many businesses set to reap the rewards. After a much reported period of decline, Sheffield's economy has now become one of the country's fastest growing and innovative economies. In 2003 the Sheffield district of Hallam was the highest ranking area outside of London in terms of overall wealth, whilst in 2008 the city was named as one of the best 10 cities in the UK by the UK cities monitor.

CMB Empire are among many small businesses who are excited about the event and happy to see so many events being hosted in Sheffield, 'The Tour de France is something that should be embraced by the city,' claims Mike Caster, Managing director of CMB Empire.

The boost in numbers around Sheffield city centre is something that should help get the city and those in it to a new audience which businesses including CMB Empire are looking forward to. Whilst the coverage of such a prestigious event in the sporting calendar will hopefully help more business owners realise the possibilities available to them in Sheffield.

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