



Larry Miller
**TOUR OF
UTAH**

Fact Sheet

HISTORY OF TOUR OF UTAH 2004-2015

The Larry H. Miller Tour of Utah enters its 11th season in 2014. From its grassroots start as a three-day regional competition, the Tour of Utah is now a seven-day, international sporting event for some of the best professional cycling teams in the world. It is known worldwide as “America’s Toughest Stage Race™”.

Larry H. Miller Tour of Utah champions:

- 2014 - Tom Danielson (USA), Team Garmin-Sharp
- 2013 - Tom Danielson (USA), Team Garmin-Sharp
- 2012 - Johann Tschopp (SUI), BMC Racing Team
- 2011 - Levi Leipheimer (USA), Team RadioShack
- 2010 - Levi Leipheimer (USA), Mellow Johnny’s
- 2009 - Francisco Mancebo (Spain), Rock Racing
- 2008 - Jeff Louder (USA), BMC Pro Cycling
- 2006 - Scott Moninger (USA), Health Net presented by Maxxis
- 2005 - Andrew Bajadali (USA), Vitamin Cottage Cycling Team
- 2004 - John Osguthorp (USA), Healthy Choice

With the big teams and all-star field of athletes came bigger crowds, as well as more national and international media coverage. In 2013, the Tour of Utah attracted more than 275,000 spectators and contributed a new high of \$20 million in direct economic impact for Utah. The Tour of Utah reached new levels of exposure with 20-plus hours of national television coverage and more than 34 hours of live web casting via Tour Tracker®. FOX Sports Network aired 14 hours of live coverage over the seven days of racing, reaching an average of 100 million households. The Tour of Utah website received 728,000 page views during race week, doubling the fan interaction from the previous year. Tour Tracker® delivered start-to-finish audio and video coverage of the race, viewed by 155,000 race fans across 146 countries and delivering 211,000 hours of total video. There were a total of 47,000 mobile downloads for Android and iOS devices.

In 2011 the Larry H. Miller Tour of Utah was elevated by the international governing body for the sport of cycling, Union Cycliste Internationale (UCI), to be part of its UCI America Tour. This provided an international spotlight for Utah and for all host venues on the route. A total of 128 athletes representing 16 professional teams were invited to race in August, competing for UCI points, five award jerseys and more than \$125,000. This new international designation allowed the Tour of Utah to invite many of the world’s best ProTeams, those which compete annually at the Tour de France.

The Tour of Utah was purchased in December 2006 by Utah Cycling Partnership, a unique and separate entity from the other properties that make up the Larry H. Miller Group of Companies. In 2007, the Tour of Utah signed the Larry H. Miller Group of Companies as the title sponsor and expanded the event to six days in August. Utah Cycling Partnership re-launched the cycling event in 2008, which included sanctioning by USA Cycling Inc. as a National Racing Calendar event. For the next three years, the field of competitors continued to strengthen and draw record crowds to watch riders who were Tour de France stage winners, world champions and Olympians. The “Queen Stage”, an epic mountaintop finish at Snowbird Ski and Summer Resort, had become a firm fixture on the American cycling calendar, for racers and spectators alike. Prize money had risen to \$45,000 total.

The Larry H. Miller Tour of Utah began as the Thanksgiving Point Stage Race & Cycling Festival in 2004. For two years, the event featured amateur and elite cyclists who competed during Memorial Day weekend. The challenging race routes included 9,000 feet of climbing in the early days, and have grown to include more than 40,000 vertical feet.



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