



TOUR DE SUISSE

12. – 22. JUNE 2025

| | | | | |
|---------------|------------|-----------|-----------|-----------|
| TISSOT | 155 | 15 | 35 | 57 |
| | Days | Hours | Minutes | Seconds |

TDS ADVENT CALENDAR – YOUR CHANCE TO WIN EVERY DAY

WEBSITE STATISTICS*

TOURDESUISSE.CH

The Tour de Suisse website attracts 2 million users annually with exciting content about the cycling race. With 10 million page views, a high interaction duration, and significant search engine traffic, it is a central platform for fans and enthusiasts.

- 2 million users per year
- 1 min 50 s average interaction duration
- 10 million page views
- 5.6 pages/user

LANGUAGES

- 66 % German
- 19 % French
- 15 % English

TOP 5 COUNTRIES

1. Switzerland – 50 % of total traffic
2. France – 11 %
3. Germany – 6 %
4. Belgium – 6 %
5. Denmark – 4 %

ACCESS

- 79 % via search engines
- 17 % direct
- 2 % referrals

STAGE LOCATIONS

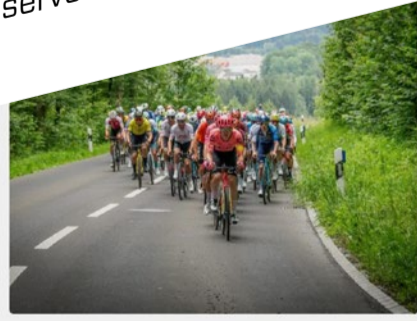
- Up to 50,000 page views
- 84 % of enter via search engines

*Based on Google Analytics user data combined with server access figures from the 2023 calendar year.

CONTACT AND FURTHER INFORMATION

Contact us for further information, tailor-made offers and reservations:

[DOWNLOAD THE BROCHURE >](#)



05. NOV 2024
TOUR DE SUISSE 2025 – AARAU TO HOST TWO STARTS AND PIURO IN VALTELLINA (IT)...

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20. JUN 2024
THE 2024 TOUR DE SUISSE IS IN THE BOOKS

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MAIN PARTNER



PREMIUM PARTNER



TIMEKEEPER

