

GETTING TO KNOW FAN. 365 DAYS PER YEAR.

Followers on Social Media are like spectators on the roadside. Nobody knows who they really are.

www.tourdesuisse.ch



ASSESSMENT

The Tour de Suisse is Switzerland's biggest sporting event over 10 days and is supported by around one million spectators on the roadside. These spectators do not buy tickets and are completely unknown to the organizers, which creates challenges for monetization as well as for targeted communication.

SOLUTION

In collaboration with Primeo Energie as sponsor and LivXp as technical implementation partner, the Tour de Suisse has created a digital fanzone and integrated it into existing communication channels. A variety of digital options allow the organizers to offer various fan-centered touchpoints of the customer journey, such as:

- Raffles of tickets before the event
- Engagement activities during the event (games, quizzes, etc.)
- Exclusive fan experiences (e.g. accompanying the race director)
- Auction & raffle of memorabilia throughout the year

RESULTS

First-party data for a better fan experience

In 2024 (as of July), over 100,000 individual fans from 167 countries visited the TdS Fanzone by Primeo Energie. These fans spent a total of more than 2500 hours on the platform. Of registered fans, 89% entered their full name, address, telephone number and age, which is an exceptionally high figure by industry standards.

Year-round relevance

Hand in hand with the year-round communication strategy, successful activations were also implemented outside of the event period. Notable examples include raffles for objects that made history at the event or the Advent calendar in December months.

TOUR DE SUISSE

- UCI WorldTour Event (♂ & ♀)
- 10 Tage (♂=8, & ♀=4)
- LIVE: 1M spectators on the roadside
- TV: 70M viewers in 150 countries

WITH LIVXP

- Fan zone with 450,000+ visits annually
- Participants from 167 countries
- GDPR-compliant fan data collection



PHILIPP AVENELL

Digital Marketing Manager

"The digital fan platform for Tour de Suisse is forward-looking. It increases the global reach and engagement of fans from all over the world. It creates a community that lasts beyond the duration of the event. By digitising the fan experience, the Tour de Suisse becomes a year-round experience that strengthens the bond with the brand and the sport itself."

TdS Fanzone

About LivXp