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PETRONAS Le Tour de Langkawi Malaysia 2020



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STANDING IN THE EYES OF THE WORLD



The preparation of making PETRONAS Le Tour de Langkawi 2020 available to the global audience is picking up steam with the confirmation of six stations to broadcast the race live for 90 minutes daily.

As of 25 December 2019, the confirmed stations are RTM, Eurosport 2, Eurosport Asia Pacific, Hainan TV, Qinghai Satellite TV and Zhibo TV. Promotion of the same could also be seen on Eurosport 1.

In Malaysia, fans can catch the action on TV1 of RTM. PETRONAS LTdL 2020 will also be shown on Eurosport 2 and Eurosport Asia Pacific which are available in 52 and 11 countries respectively, such as United Kingdom, France, Australia, Indonesia and South Korea. Hainan TV, Qinghai and Zhibo are China-based broadcasters.

Besides cycling fans, the selection of broadcasters is also driven by the strategic decision to promote Malaysia as a tourist destination to the respective target audience.

It is estimated that cycling has a huge fan base at 3.5 billion people, predominantly in Europe and North America as well as growing markets in China.

Other broadcasters are expected to join the list. Stay tuned for updates.



ECONOMIC BENEFITS OF PETRONAS LTdL 2019

LTdL is more than just a world-class cycling event to promote Malaysia as a sporting hub and tourist destination.

It is also to bring a world class event right to the door-steps of Malaysians who live in the kampungs and to provide an opportunity for small businesses to generate additional income.

In a survey conducted by Universiti Teknologi MARA and Human Voyage for PETRONAS LTdL 2019, the economic benefits were generally as below:

- Generated expenditure of RM13 million from 20,000 visitors.
- Most expenditure was for accommodation, followed by food and merchandise.
- Total sales generated by small businesses during the PETRONAS LTdL 2019 was about RM400,000.
- Small businesses in Langkawi generated the most sales at more than RM135,000.



PETRONAS LTdL 2020 launched its theme song - Sang Juara - performed by Drama Band on 19 December 2019. For Drama Band fans, watch this cool lads mini concert at the finishing point of every stage.

SHOWCASING "SPORTS UNITE, CYCLING CONTRIBUTES"

In celebrating the theme of PETRONAS LTdL 2020 and in conjunction of its 25th anniversary, there will be a two-day side event organised at each of the starting/ finishing location a day before and on the race day itself.

Don't forget to mark your calendar to join in the fun.



JOIN THE FUN AT GENTING HIGHLANDS!

There will be best-dressed prizes to be won for the Genting Highlands route such as vouchers from our main sponsor - Resorts World Genting. Watch this space for more information!



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