



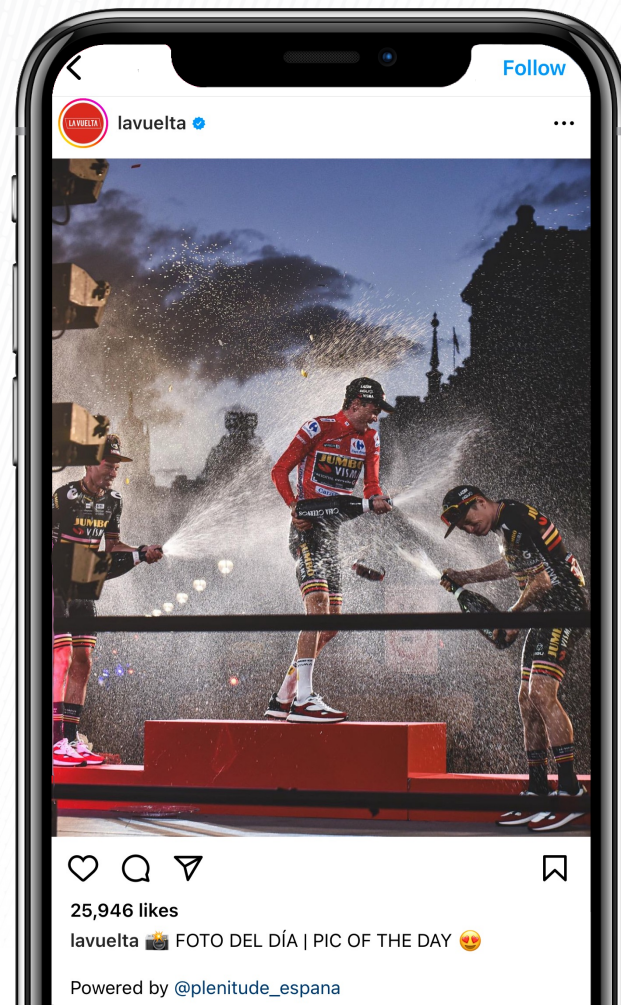
sport on social

Vuelta a España 2023

powered by Redtorch

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welcome to #SportOnSocial Vuelta a España 2023

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Welcome to the 3rd instalment in our series of #SportOnSocial reports about 2023 Grand Tour cycling, focusing on the digital performance of the Vuelta a España.

Here are some of the report's key insights.

interest in the Vuelta massively increases compared to 2022

Vuelta channels in 2023 amassed 135% more engagements/77% more new fans, search interest rose by 10%, and teams doubled their engagement on average compared to last year. The Vuelta thrived with sustained interest after a summer of road cycling at the UCI World Championships, Tour de France and Giro d'Italia.

Team Jumbo-Visma dominate on the road/on social

Jumbo-Visma were clear winners of the Vuelta a España 2023, but their dominance didn't end there; their creative social strategy helped generate 4.5x more engagements and 4x more growth than any other team. The best-performing posts featured their 3 podium stars – showing how race winners provide the biggest opportunity for new fans in discovery of the race.

teams demonstrate the power of TikTok

TikTok is the fastest growing social media platform. Teams recognise its importance and, although each team has an account, some make better use of it than others. UCI Pro Team Caja Rural-Seguros RGA posted their 1st video shortly before the Vuelta began and subsequently generated 4.3m video views on the platform (45% more than any other team on all their social platforms). TikTok has significant engagement/growth potential, especially among younger audiences and needs to be at the forefront of every team's social media strategy for the Grand Tours 2024.



The Vuelta thrived with sustained interest after a summer of road cycling.



headlines



Team Jumbo-Visma secures #1 spot on the Social Media League Table for the 2nd year in a row

The Vuelta a España winners matched their on-road and social performances, amassing more growth (45.7k) and engagements (5.7m) than any other team.



UCI Pro Team Caja Rural-Seguros RGA creates a TikTok profile days before the event & generates most video views

Caja Rural-Seguros RGA posted their first ever TikTok video 5 days before the start of Vuelta a España, and subsequently generated 4.3m video views, 45% more than any other team.



Global search interest experiences YoY surge

Global search interest increased by 10%, with increases in all continents - Asia experienced the largest YoY (70% more searches vs 2022). Whilst South American growth was only 1% and remained largely stagnant.



Teams amass an average 5.3k new fans, up +79% from last year

64% of all audience growth came from Instagram - a whopping 245% increase on 2022. While for the first time, X delivered more audience growth than Facebook.



Attention on social media fueled by video and emotive content

The content mix employed by the teams garnered significant attention, as evidenced in engagement levels. On average, teams achieved double the level of engagement in this year's race compared to 2022. This increase can be attributed, in part, to the utilisation of engaging video content and popular channels such as TikTok

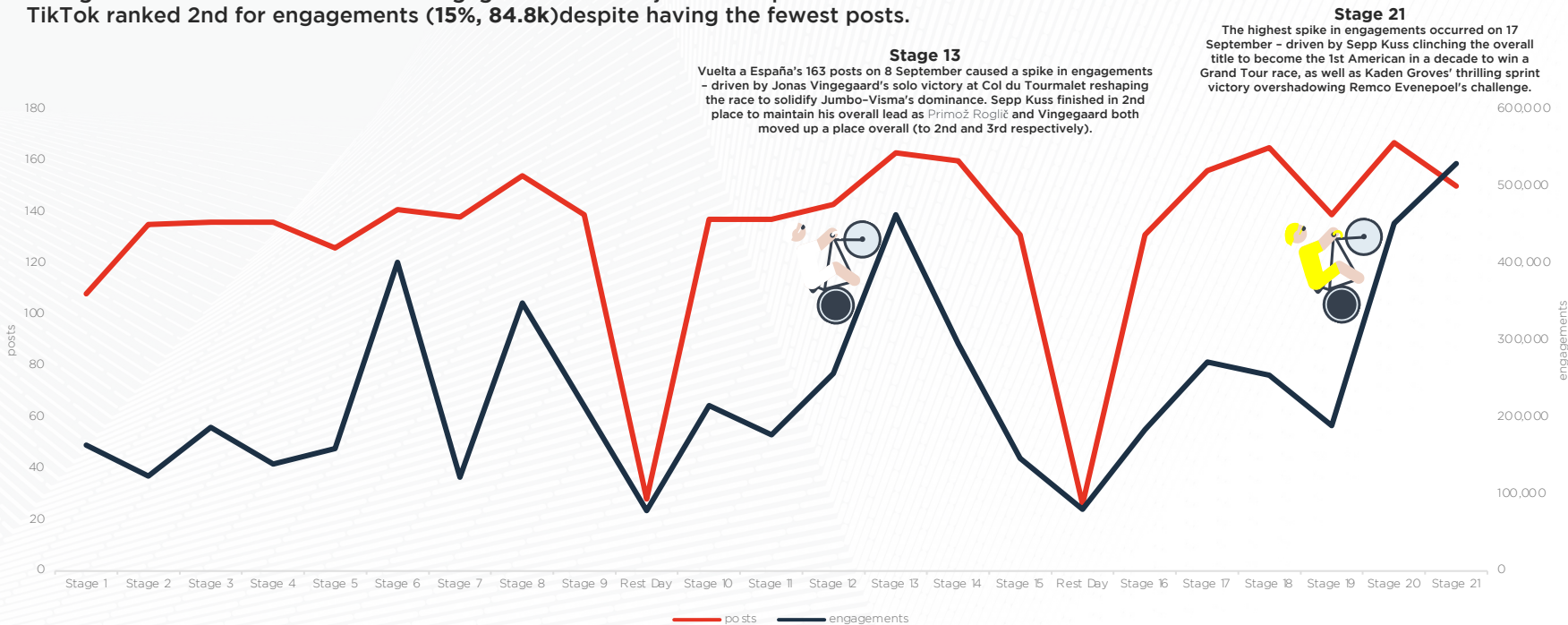


Riders drive event discoverability on Google in large markets

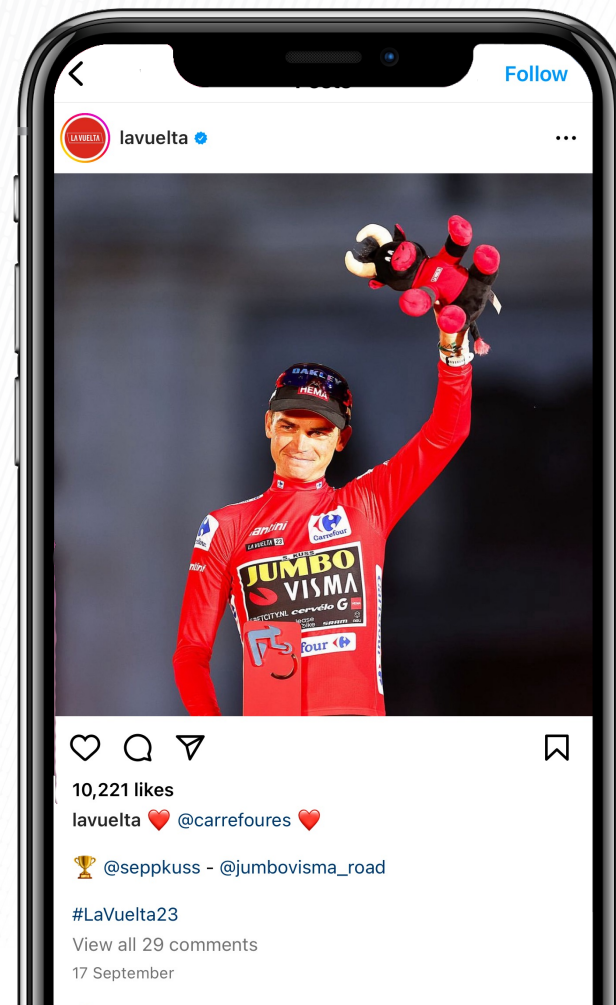
The global search mix varied across markets but In the USA, Sepp Kuss' success fuelled discoverability, piquing people's interest in both him and the race. More established cycling markets like France had a better balance of search topics, ranging from discovery to information-based queries such as results/iconic climbs.

Vuelta a España accounts generated 5.4m engagements (135% higher than 2022) with only 24% more posts

Instagram accumulated 67% of total engagements across just 11% of posts.
TikTok ranked 2nd for engagements (15%, 84.8k) despite having the fewest posts.



how the cycling teams delivered the numbers



Vuelta a España 2023 Social Media League Table

Teams ranked on their social media performance at the Vuelta a España 2023.

Team	2023	2022	Change
Team Jumbo–Visma	1	1	0
Ineos Grenadiers	2	4	+2
UAE Team Emirates	3	5	+2
Soudal–Quick-Step	4	3	-1
EF Education–EasyPost	5	6	+1
Movistar Team	6	2	-4
Groupama–FDJ	7	10	-3
Team Jayco–AlUla	8	14	+6
Caja Rural–Seguros RGA*	9	-	-
TeamTotalEnergies*	10	-	-
Burgos BH*	11	21	+10

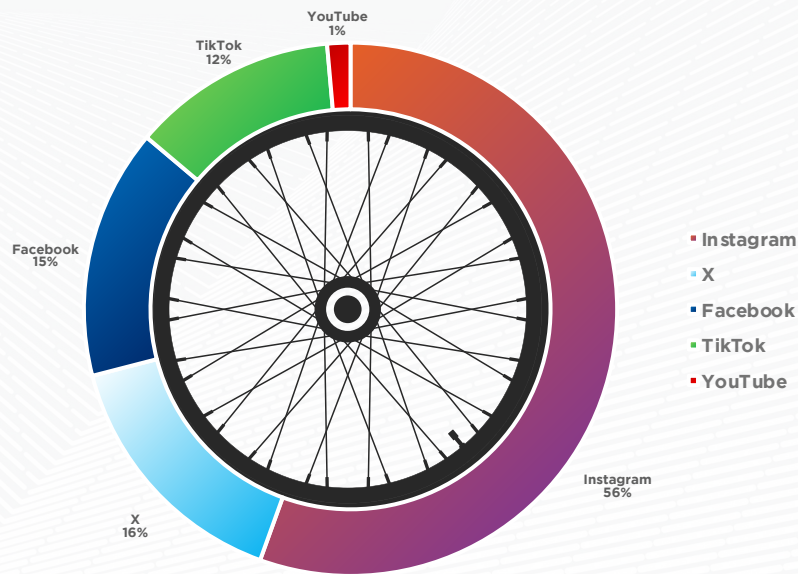
Team	2023	2022	Change
Bora–Hansgrohe	12	11	-1
Team DSM–Firmenich	13	19	+6
Astana Qazaqstan Team	14	12	-2
Alpecin–Deceuninck	15	9	-6
Lotto–Dstny*	16	17	+1
Intermarché–Circus–Wanty	17	8	-9
Lidl–Trek	18	7	-11
Cofidis	19	13	-6
Arkéa–Samsic	20	15	-5
Team Bahrain Victorious	21	20	-1
AG2R Citroën Team	22	16	-6

* UCI ProTeam

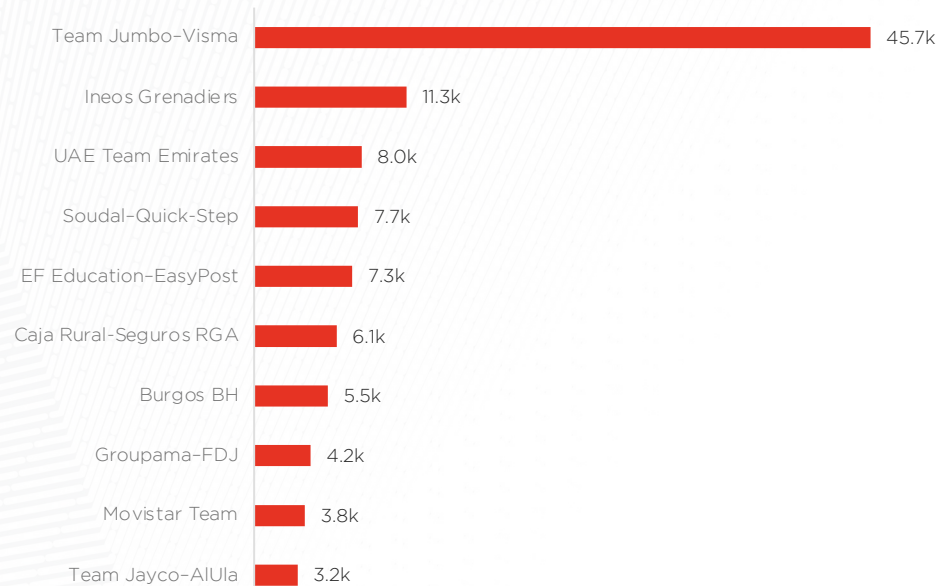
teams amass an average 5.3k new fans, up +79% from last year

Clean-sweep winners Team Jumbo-Visma's audience grew by 45.7k – 4x more than any other team.

total team follower growth by platform



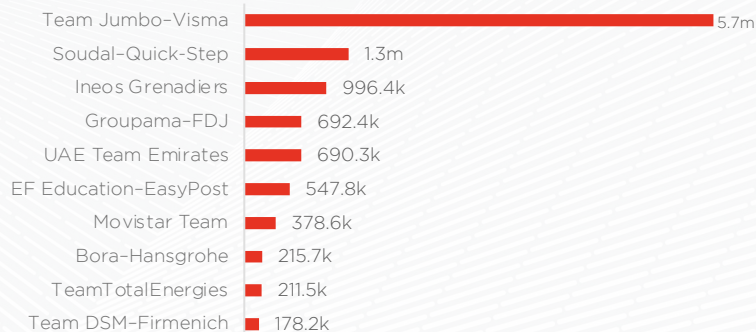
top 10 teams by follower growth



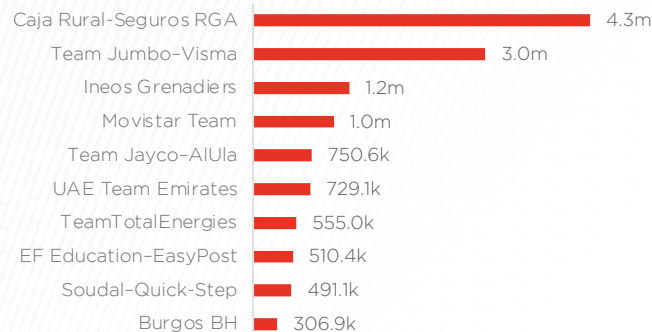
UCI Pro Team Caja Rural-Seguros RGA ranked #1 for video views by using a TikTok account made especially for the race

Winners Team Jumbo-Visma had 4.5x more engagements than any other team, 77% coming on Instagram. On average, teams generated double the engagement during this year's race vs 2022.

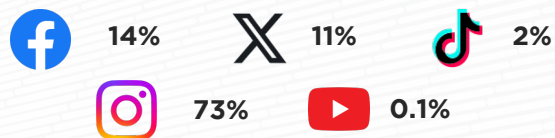
top 10 teams by engagement



top 10 teams by video view



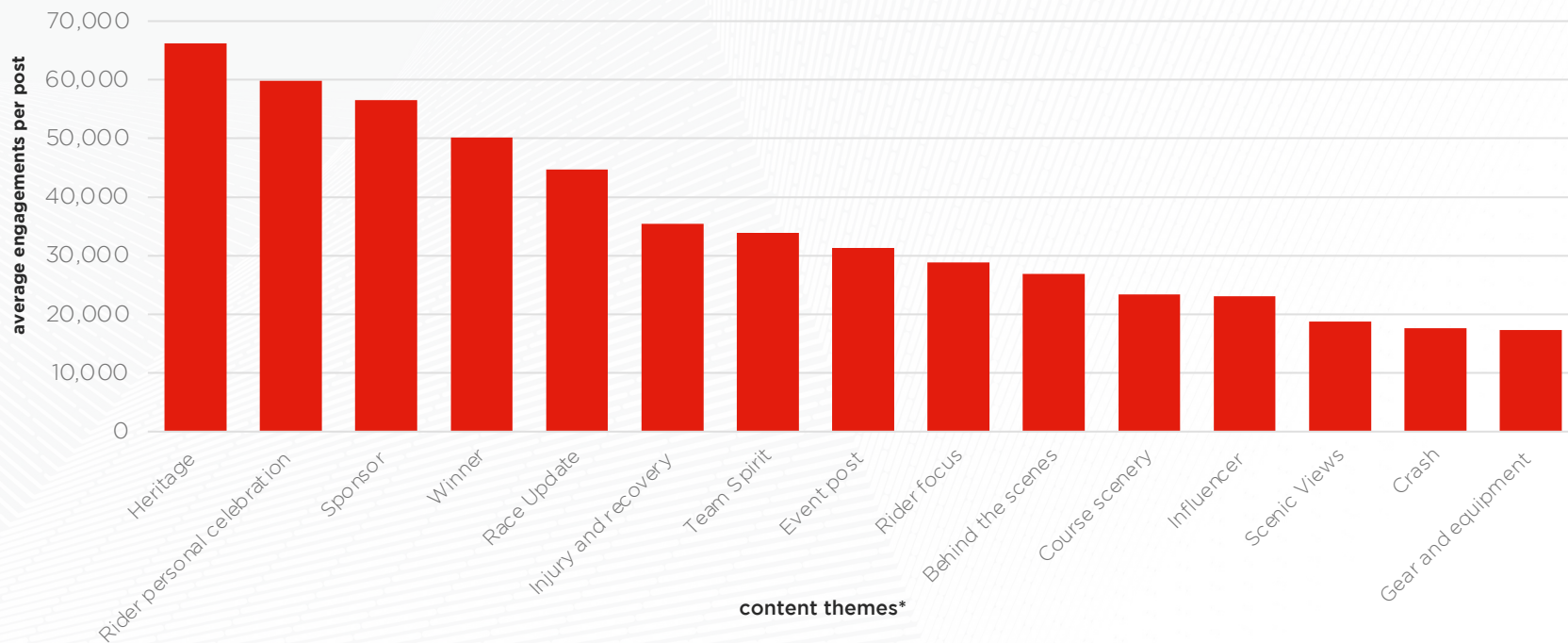
total team engagements by platform



total team views by platform

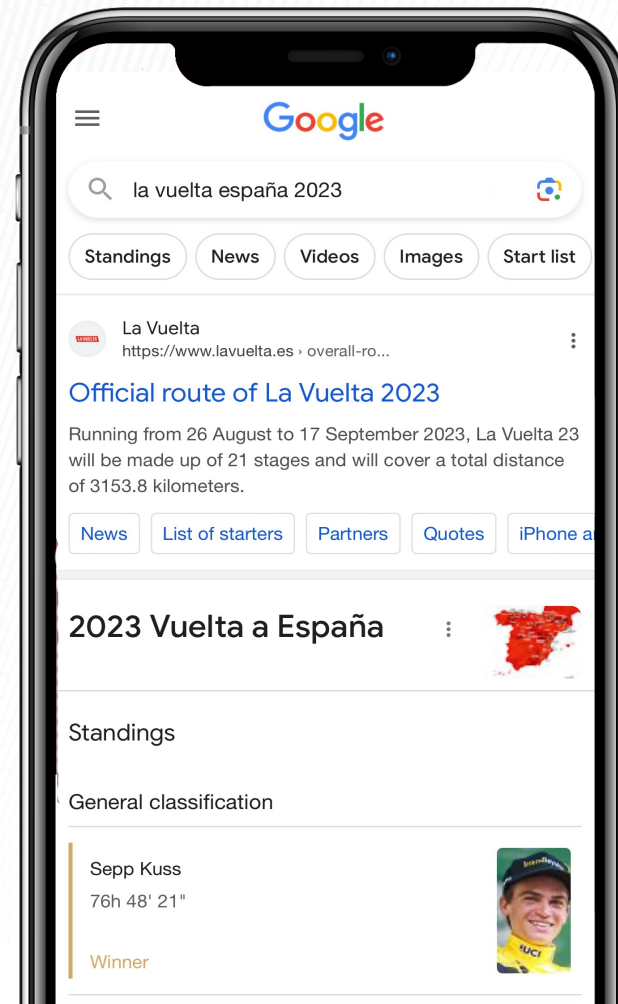


team posts about heritage/rider personal celebrations create most engagements



*analysis of top 100 posts from all the teams across Instagram/Facebook/TikTok.

global search interest increases for Vuelta a España



worldwide search interest increases by 10% overall

North America sees large jump in interest

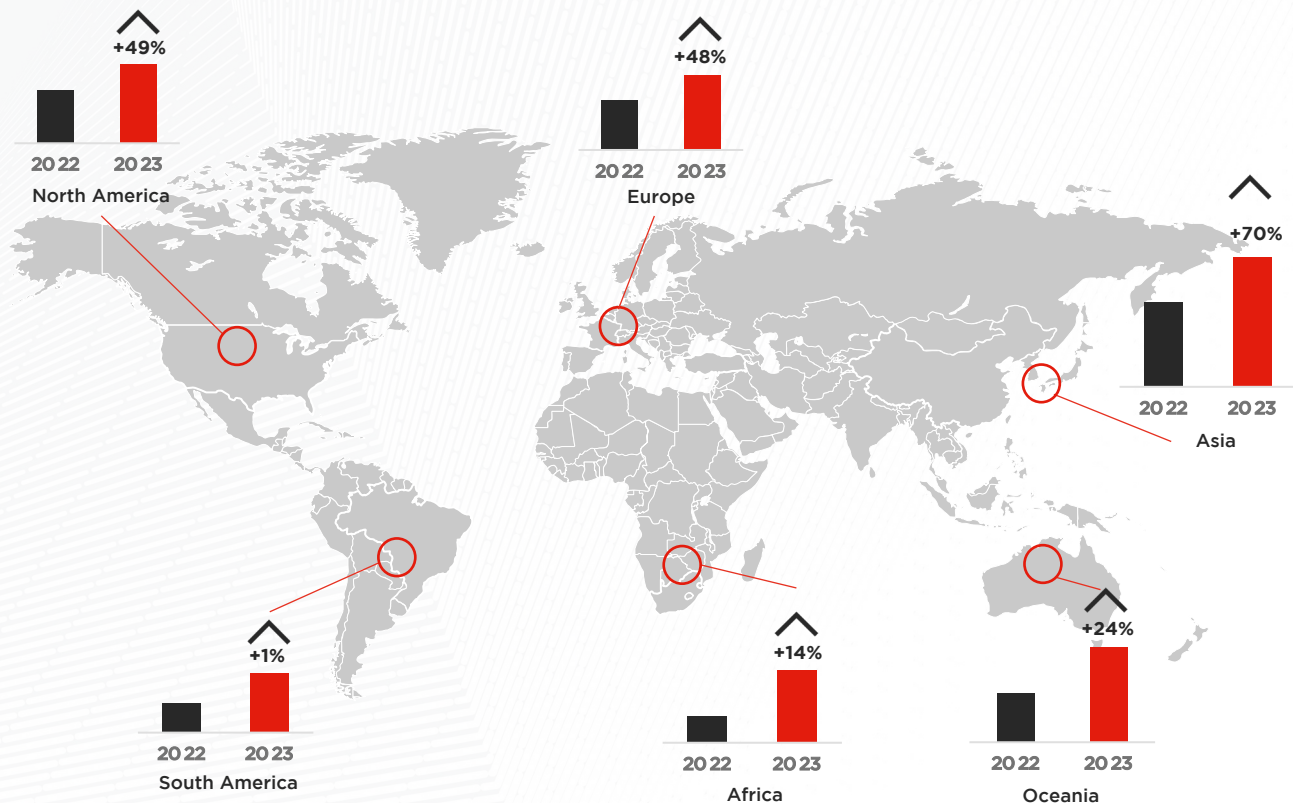
North America always has a strong affinity for champions, and the 49% surge in interest can be largely attributed American cyclist Sepp Kuss securing the Red jersey - the 1st American to claim victory in the event since Chris Horner in 2013.

interest stagnant across South America

The Tour encountered significant challenges due to reduced South American representation - just 6% (10 riders) and very few from the country's cycling heartland, Colombia. The surge in Colombian interest sparked by the US Tennis Open further intensified this challenge.

surging interest in Europe/Asia

Cycling stars like Jonas Vingegaard, Primož Roglič, Remco Evenepoel plus some iconic stages such as the Col du Tourmalet, fuelled widespread interest across Europe/Asia.



Danish star Jonas Vingegaard drives attention

The 2023 Tour de France champion, Jonas Vingegaard, boasts 700,000 social media followers and proved a catalyst for the 294% surge in interest in Denmark.

French interest surges

Lenny Martinez's historic achievement as the youngest rider in Vuelta history to don the leader's jersey was further amplified by Romain Bardet's performance in the climbing stages. This ignited a surge of interest in France, despite facing stiff competition for viewer attention from the US Open/ Men's FIBA Basketball World Cup.

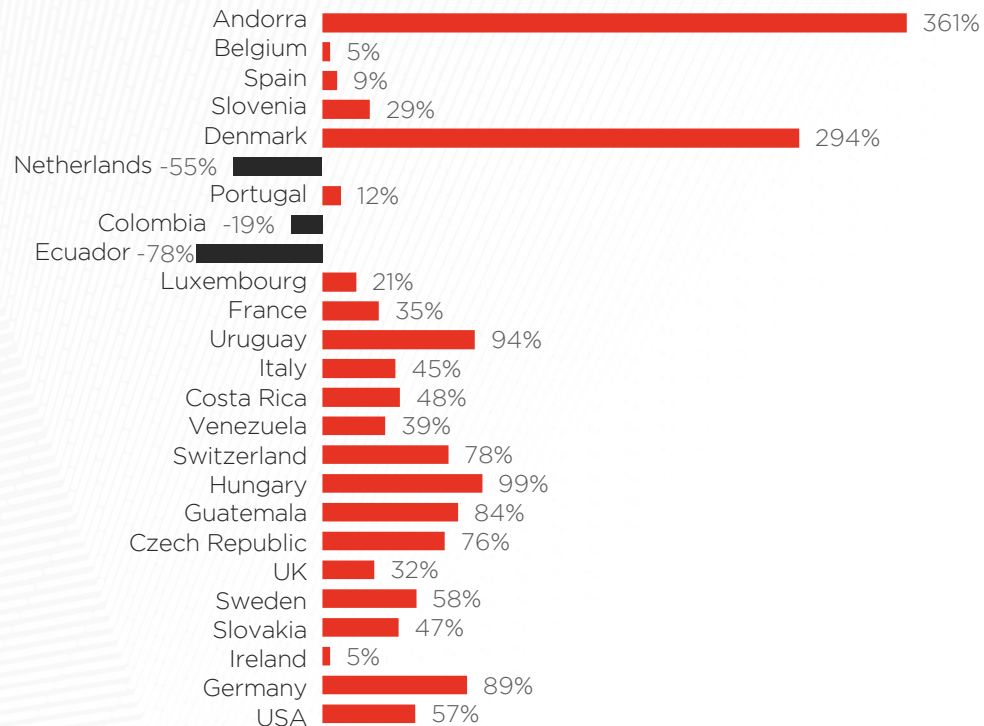
Colombia/Ecuador see average drop of 48.5%

The Tour failed to generate the necessary interest in these markets - mainly due to the fact that although Colombian superstar Egan Bernal was competing, he was still recovering from his horrific crash, and there were no other Colombians - and no Ecuadorian riders - contending.

UK interest driven by stars/teams

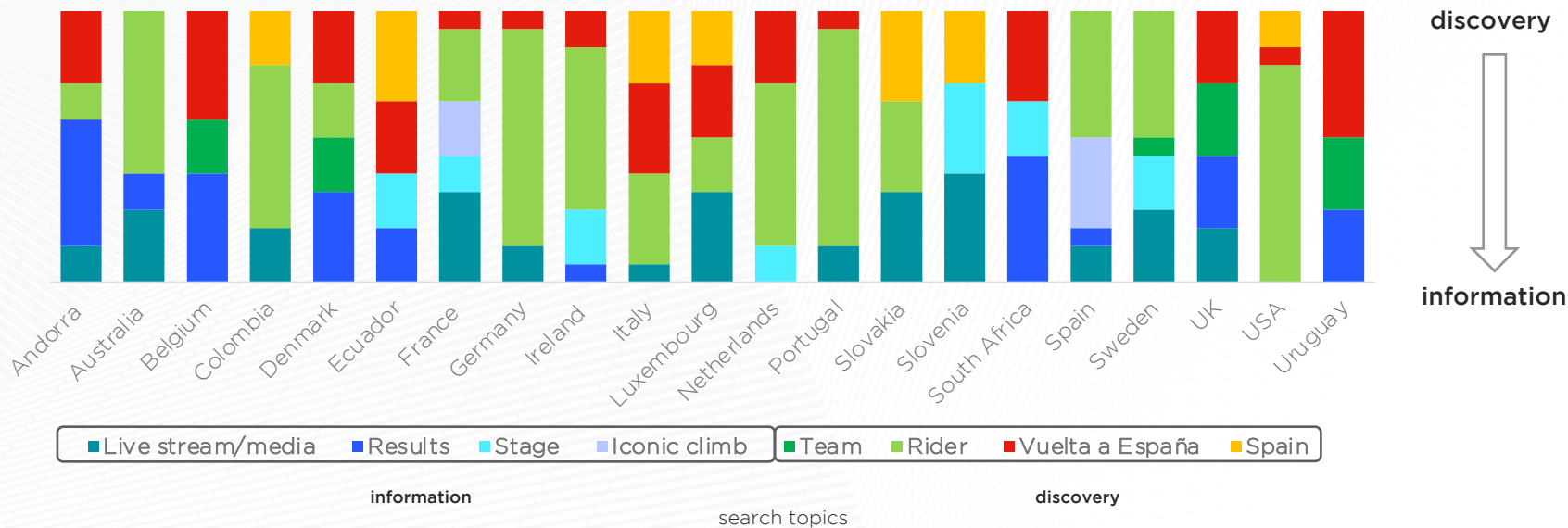
INEOS Grenadier's British rider, Geraint Thomas, was initially considered one of the top 5 favourites for the race but it was not to be after an early crash. The performance of American Sepp Kuss significantly helped boost interest in the UK.

2023 vs 2022 search interest from top 25 countries



star riders/increased awareness Vuelta a España drove discoverable globally

High-performing Google Search topics revealed the unique engagement dynamics within each market. In the USA, for example, Sepp Kuss's success fuelled audience discoverability, piquing people's interest in both him and the race. In contrast, better established cycling markets like France exhibited a more balanced distribution of search topics, ranging from discovery to information-based queries and encompassing results/iconic climbs/race-watching information.



methodology

social media performance

The Redtorch-powered collection of proprietary SportOnSocial tools analysed the social media pages of **Vuelta a España** and its 22 competing teams on the following platforms:

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok

The monitoring period covered the entire Tour: 26 August–17 September 2023. Engagements included reactions/comments/shares/retweets. Video views were collected on every platform except Twitter/Instagram.

League Table

The SportOnSocial League Tables are annual reports that rank sports, leagues or events based on their social media performance.

#SportOnSocial Rank = a scoring system to calculate social media performance based on total growth/engagements/video views on Facebook/Instagram/Twitter/YouTube/TikTok.

global search interest

Google has over 90% of the search engine market and 5 billion users worldwide. As it is the most representative method of measuring global interests, Google data was used to reflect the searches users made throughout Vuelta a España.

- Each country was individually measured by the 'Vuelta a España' search topic for the entirety of the race in both 2022/2023.
- An index score was calculated by averaging each weekly index score over the event period in both 2022/2023.
- The percentage illustrates the direction of change.

countries included

Europe: Andorra, Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK.

Africa: Morocco, South Africa

South America: Argentina, Chile, Colombia, Ecuador, Peru, Uruguay, Venezuela.

Oceania: Australia, New Zealand.

Asia: Japan, Philippines.

North America: Canada, USA.

Central America: Costa Rica, Guatemala.

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This report has been compiled by Redtorch analysts using a collection of proprietary SportOnSocial tools, desk research and third-party tech.



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