

# Santos TOUR DOWN UNDER

ADELAIDE 17–26 JAN 

MEDIA RELEASE  
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## MAJOR NATIONAL WIN FOR SANTOS TOUR DOWN UNDER

The 2024 Santos Tour Down Under has been named the nation's **best sporting event** at the Australian Event Awards in Sydney.

This year's edition of the event triumphed among fellow nominees including the Formula 1 Australian Grand Prix and Vivid Sydney.

Minister for Tourism Zoe Bettison said it was exciting to see Australia's greatest cycling race earn the accolade.

"Since 1999 the Santos Tour Down Under has brought international cycling to our state – sharing the sport at its best and building a surrounding festival with so much to offer," Minister Bettison said.

"It continues to tell South Australia's story on the world stage, making an important contribution to our visitor economy and delighting fans from near and far."

Independent analysis showed the 2024 Santos Tour Down Under generated \$87.2 million in attendee spend, adding \$54.5 million in economic value to the South Australian economy. It attracted an estimated total attendance of 770,600 while also creating 490 full-time equivalent jobs.

Santos Tour Down Under Race Director Stuart O'Grady OAM said the entire event team was delighted with the recognition.

"A massive amount of year-round work goes into making the Santos Tour Down Under a success – and a huge number of people are involved each January to ensure its safe, successful delivery," O'Grady said.

"We are so proud of all this event has achieved and look forward to celebrating our 25-year milestone in January."

The Australian Event Awards are held each year and foster continued excellence, innovation and unity across the nation's events industry. Awards were presented last night at Le Montage in the inner-west Sydney suburb of Lilyfield.



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Santos

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The [Santos Tour Down Under](#) is taking place in Adelaide and regional South Australia from 17-26 January 2025. It will feature nine days of elite racing for men and women.

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