The UCI Mountain Bike World Cup is a multi-round mountain bike racing series that is sanctioned by the Union Cycliste Internationale (UCI) with rounds held annually at the Ben Nevis Range in Fort William since 2002.

- Event has been a catalyst in gaining Fort William’s title of ‘Outdoor Capital of the UK’
- The event has provided training for local volunteers since 2002, many of which have gone on to work in the events or mountain bike industry.

£1 Million
£3.1m direct net economic impact for local authority

1 Day

| **16,932** | Total spectator attendance |
| **11300**  | Unique spectators          |
| **7%**     | Spectator                  |
| **25%**    | Day visitors               |

1.5 Average number of days attended
1.5 Average bed nights
£53 Average daily spend (non-accom)

Economic data provided in Final Event Report produced by Rare Management Ltd.