Television distribution of the event was across 3 continents.
More than 80 countries tuned into live web streaming.
8,800 participants attracted with over 50% staying overnight
163 volunteers from the local area.

£4 Million
Direct Economic Impact for Glasgow

£4.6 Million
Direct Economic Impact for Scotland

Total spectator attendance: 21,972
Unique spectators: 19,633
Spectator attendance:
- Local: 26%
- Day visitors: 73%

Average number of days attended: 4.2
Average bed nights: 3.2
Average daily spend (non-accom): £27

Source: World Pipe Band Championships 2016 Impact Report, EKOS