

eventIMPACTS

WORLD PIPE BAND CHAMPIONSHIPS 2017



- 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

21,972

Total spectator attendance

19,633

Unique spectators



Spectator

26%

Local

73%

Day visitors

4.2 Average number
of days attended

3.2 Average
bed nights



£27 Average daily
spend (non-accom)

Source: World Pipe Band Championships 2016 Impact Report, EKOS