

eventIMPACTS

HOMELESS WORLD CUP 2016



- 96 local volunteers who had experienced homelessness helped to deliver the event.
- 83% of spectators now have a more positive attitude towards homeless people.
- Spectators and participants stayed for an average of 3.4 days and 5.7 bed nights.

£3 Million
Direct Economic Impact for Glasgow area

£3.4 Million
Direct Economic Impact for Scotland

80,000

Total spectator attendance

22,996

Unique spectators



Spectator

35%

Local

74%

Day visitors



158

Number of countries tuned in on social media

2Million

Watched live online

20Million

Watched on social media

Source: Homeless World Cup 2016 Spectator Survey, EKOS