

eventIMPACTS

CANOE SLALOM WORLD CHAMPS 2015



The ICF 2015 Canoe Slalom World Championships at the Lee Valley White Water Centre was a multi-day outdoor event that followed the success of the canoeing at London 2012 and the Canoe Slalom World Cup at the same venue in 2014.

- 45% of spectators inspired to do sport more often than normal.
- 47% were inspired to do Canoeing more often than normal
- 888 people attended event-specific development programmes in canoe slalom

£1.28 Million

Direct Economic Impact for Lee Valley and the surrounding area

6 Days

7,037

Total spectator attendance

4,339

Unique spectators



Spectator

10%

Casual

11%

Local



Day visitors

78%



3%

Non-commercial stayers



19%

Commercial stayers

1.8

Average number of days attended

3.2

Average bed nights



£19

Average daily spend (non-accom)



£25

Average accommodation spend per bed-night (per person)

UK Sport economic impact report, SIRC.