

eventIMPACTS

TAEKWONDO WORLD GRAND PRIX 2014



The WTF Taekwondo World Grand Prix held in Manchester in October 2014 was an indoor event featuring world-class athletes from more than 50 nations competing across the three days.

- 56 % of spectators inspired to do sport more often than normal
- 73% were inspired to do taekwondo more often than normal
- 97% of UK spectators were proud to host the event

3 Days

2,972

Total spectator attendance

£520K

Direct Economic Impact for Manchester

879

Unique spectators



Spectator

3%

Casual

11%

Local



Day visitors

69%



5%

Non-commercial stayers



27%

Commercial stayers

1.5

Average number of days attended

1.9

Average bed nights



£16

Average daily spend (non-accom)



£32

Average accommodation spend per bed-night (per person)

Source: UK Sport Economic Impact Report, SIRC.