

# eventIMPACTS

## UCI MOUNTAIN BIKE WORLD CUP 2017



- Covered by more than 250 print, digital media and photo journalists from over 20 nations.
- 71% of attendees felt encouraged to engage more often in cycling.
- 336 participants and 135 volunteers involved.

**£3.7  
Million**

Direct Economic Impact  
for the Highlands

**£3.7  
Million**

Direct Economic  
Impact for Scotland

**17,286**

Total spectator attendance

**10,040**

Unique spectators



Spectator

**34%**

Local

**37%**

Day visitors

**1.9** Average number  
of days attended

**2.4** Average  
bed nights



**£79** Average daily  
spend (non-accom)

Source: UCI Mountain Bike World Cup 2017 Impact Report, Bellerby Economics