

eventIMPACTS

UCI MOUNTAIN BIKE WORLD CUP 2016



The UCI Mountain Bike World Cup is a multi-round mountain bike racing series that is sanctioned by the Union Cycliste Internationale (UCI) with rounds held annually at the Ben Nevis Range in Fort William since 2002.

- Event has been a catalyst in gaining Fort William's title of 'Outdoor Capital of the UK'
- The event has provided training for local volunteers since 2002, many of which have gone on to work in the events or mountain bike industry.

£1 Million

£3.1m direct net economic impact for local authority

1 Day

16,932

Total spectator attendance

11300

Unique spectators



Spectator

7%

Local

25%

Day visitors

1.5

Average number of days attended

1.5

Average bed nights

£53

Average daily spend (non-accom)

Economic data provided in Final Event Report produced by Rare Management Ltd.