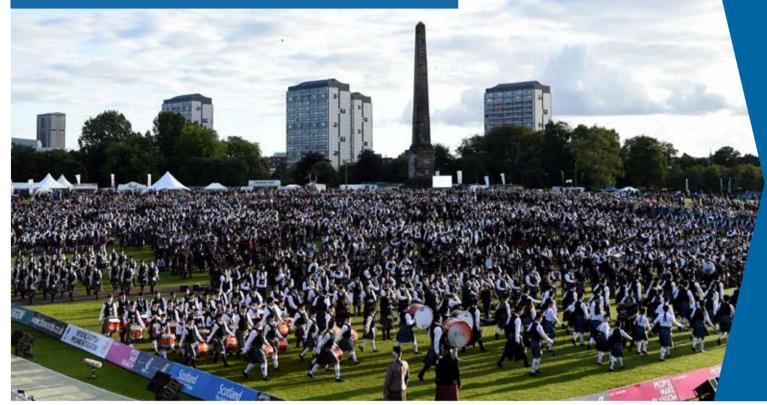
event**IMPACTS**

WORLD PIPE BAND CHAMPIONSHIPS 2017



- Television distribution of the event was across 3 continents.
- More than 80 countries tuned into live web streaming.
- 8,800 participants attracted with over 50% staying overnight
- 163 volunteers from the local area.

£4

Direct Economic Impact for Glasgow

£4.6 Million Million

Direct Economic Impact for Scotland

21,972 Total spectator attendance 19,633 **Unique spectators**

Spectator

Local

26% 8 73%

Day visitors

4.2 Average number of days attended

3.2 Average bed nights

E £27 Average daily spend (non-accom)

Source: World Pipe Band Championships 2016 Impact Report, EKOS













Llywodraeth Cymru Welsh Government