

# eventIMPACTS

PIPING LIVE! 2017



- Coverage included 97 online items, 27 items from social media, 26 press items and 17 items from broadcast sources.
- Performers from 6 overseas countries attended.

£2.6  
Million

Direct Economic Impact  
for Glasgow

£2.6  
Million

Direct Economic  
Impact for Scotland

45,112

Total spectator attendance

13,078

Unique spectators



Spectator

27%

Local

62%

Day visitors

6.8 Average number  
of days attended

6.8 Average  
bed nights



£30 Average daily  
spend (non-accom)

Source: Piping Live! 2017 Impact Report, EKOS