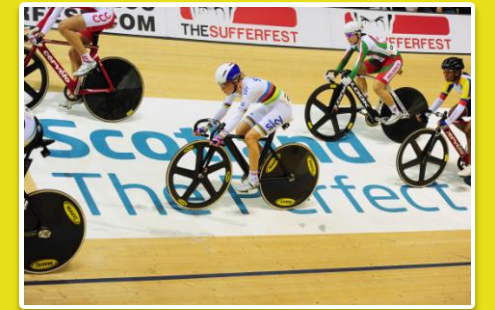




UCI Track Cycling World Cup

Emirates Arena, Glasgow
16th – 18th November 2012

Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.



**AMOUNT
AWARDED**
£150,000

ESTIMATED
ECONOMIC IMPACT
TO SCOTLAND (£M)

£0.75m

MEDIA PROFILE

BBC coverage had an average audience of 1.1m and an edit was distributed internationally. Achieved most broadcast coverage to date for a Track World Cup with 590 articles appearing across 91 media outlets. Strong social media presence saw over 4000 likes on Facebook and over 75,000 views on YouTube.

202
athletes
from **36** countries

NUMBER OF
SPECTATORS OVER

15k

“ Securing this event for Scotland ensured that Scotland's profile was showcased within the new velodrome ahead of Glasgow 2014. The event gave Glasgow an opportunity to develop volunteers for Scottish Cycling and new audiences experienced live track cycling for the first time with affordable ticket prices. ”