

Glasgow Gymnastics World Cup

Emirates Arena, Glasgow
7th December 2013

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
£50,000**

Screened in 20
countries around
the world with an
audience footprint of OVER

35m

32% of visitors
outwith from
Scotland

NUMBER OF
SPECTATORS OVER

5.5k



PROFILE

This was the third year of the new World Cup format and the second year in the Emirates Arena. Due to sell-out in 2012 the event increased its capacity and sold out 2 months in advance. Coverage was strong with a 2 hour broadcast on BBC1 and audiences peaking at 1.1m.

“ The event again helped to enhance Glasgow's position in advance of hosting the World Artistic Gymnastics World Championships in 2015. The World Cup events are helping to increase strong interest and uptake in the sport and develop audiences for 2014 and beyond. ”