

British Swimming Championships

Tollcross International Swimming Centre, Glasgow
10th – 15th April 2014

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**
£5,000

for additional marketing activity

Event audience from
outside of Scotland

37%

MEDIA PROFILE

Coverage of the British Gas Swimming Championships was strong with the event generating 553 pieces in total. 6 hours of coverage was broadcasted on Sky Sports 2.

520 athletes
took part

NUMBER OF
SPECTATORS OVER

5.7k

“ The event showcased the newly refurbished Tollcross International Swimming Centre in advance of hosting the swimming competition during Glasgow 2014. The Championships also provided a second opportunity for qualification into the Scotland team following the Scottish Swimming Championships. ”