

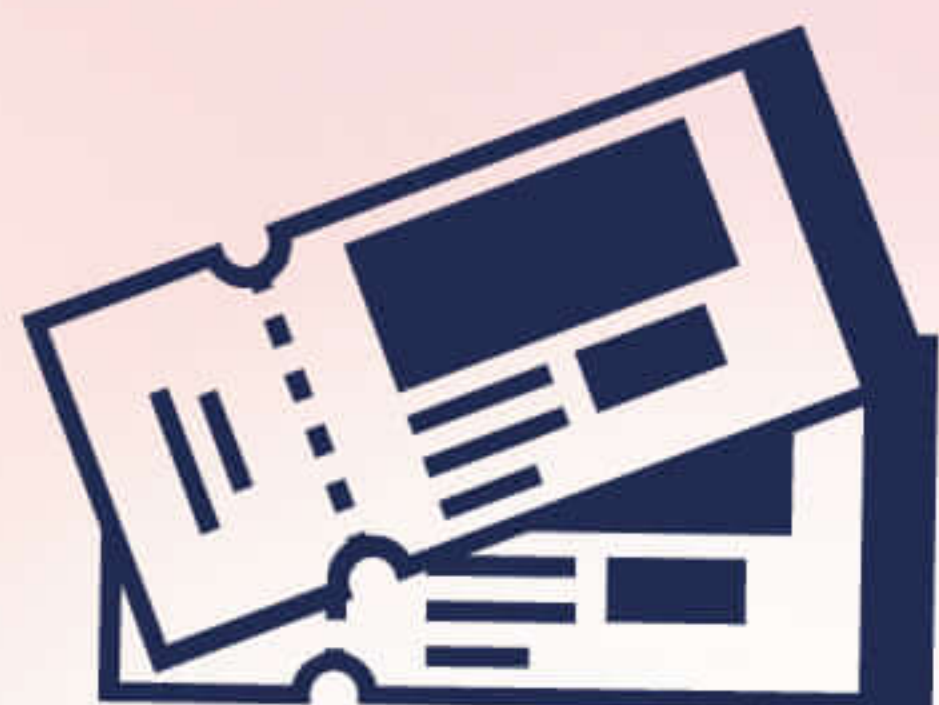
INDOOR GRAND PRIX

EVENT IMPACT



BRITISH
ATHLETICS

GOODFORM



7,377

tickets sold



6,344 VISITORS

travelled to the city for the event



1.78 MILLION

peak television audience

ATTRACTED 112 DIFFERENT
POSTCODE

areas to visit Birmingham



£1,209,184

city media value generated



44%

of attendees used public transport to attend



40 VOLUNTEERS
SELECTED 45%

from within Birmingham,
and 78 % from the West Midlands Region

97%

of attendees intend to return to the
City for a future athletics event



22%

of the audience stayed overnight in the City



72%

spent an additional £30 at the
Event Venue



16

different sponsors and brands recalled
from the event

*All figures based on Birmingham 2019 Grand Prix