

Subject Area: Growth Sectors

Clients: Glasgow City Marketing Bureau, Glasgow Life and Scottish Enterprise

Study: Glasgow Major Events Evaluation

Date: October 2013 – October 2015

Description: EKOS was commissioned for a two-year period from October 2013 to October 2015 to undertake evaluations of 24 events in Glasgow.

The study involves assessing the economic impact of a range of arts & cultural and sporting events. This includes a mix of data available from the event organisers and primary research with visitors to the events. The study will ensure that a consistent approach is applied across the evaluation of all of the events, giving consistency in measuring impacts. Separate evaluation reports will be produced for each event and a cumulative report setting out the impacts across all of the events in that year.

Outputs: Currently underway for the period from October 2013 to October 2015.
