



## 2017 UCI BMX World Championships in Rock Hill Rock Hill Surpasses Expected Ridership, Attendance, Economic Impact

The City of Rock Hill announced that the 2017 UCI BMX World Championships held July 25-29, 2017 at the Novant Health BMX Supercross Track **surpassed initial estimates for ridership, attendance and economic impact. The event attracted 3700 riders from 48 countries, generating an estimated \$19.2 million direct economic impact. Attendance is estimated at more than 19,400 individuals, with projected cumulative attendance for the week from multi-day admissions is estimated at 50,000-55,000.** These totals exceed early estimates of 3300 riders, 40 countries, 20,000 cumulative attendance, and \$13 million direct economic impact.

Additionally, the webcast of a preview show on Sunday, July 23 and challenge races July 25-28 broke viewership records with **over 513,000 views as of 7/30/17, making them the highest viewed challenge class races in BMX World Championships history.**

This year's event featured a mobile app for the first time in event history. Developed in partnership with Comporium, the app had 4,800 users, with an average time on the app of 20 minutes. **The event webpage, rockhillSCbmx.com, had 438,000 views from over 100,000 individual users. In addition, the event had over 5.5 Million impressions on Facebook, Twitter and Instagram.**

Second only in prominence to the Olympic Games, the World Championships featured fierce competition among world-class amateur and elite athletes. Union Cycliste Internationale (UCI), the world governing body for the sport of cycling, announced in June 2014, two months before the Novant Health BMX Supercross Track opened, that Rock Hill won the bid to host the 2017 event. Past World Championships were held in Medellin, Colombia (2016), Heusden-Zolder, Belgium (2015), Rotterdam, Netherlands (2014) and Auckland, New Zealand (2013). The event started in 1982, and was last held in the US in 2001 in Louisville, Kentucky.

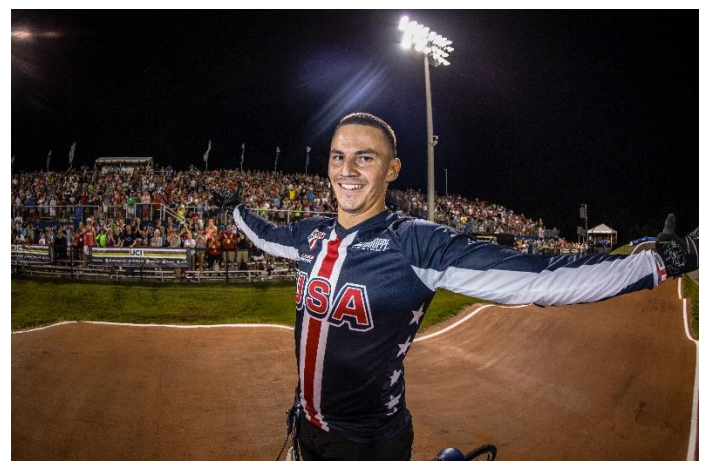


Photo Credit: Craig Dutton



## **2017 UCI BMX World Championships - By the Numbers**

**Participants:** 3,700 riders from 48 countries

**Estimated Total Unique Attendance:** Over 19,400 individuals

**Estimated Total Cumulative Attendance:** Projected to be 50,000 – 55,000

**Estimated Direct Economic Impact:**

- \$19.2 million (without airfare)
- \$29.9 million (with national/int'l airfare)

**Webcast of Challenge Races:** Over 513,000 views (as of 7/30/17) – the highest viewed Challenge class races in BMX World Championships history.

**Social Media Metrics for Facebook, Twitter and Instagram** (from July 22 – 29):

- Over 5.5 Million Impressions = Number of times BMX Worlds info was seen by social media users
- Over 520,000 Engagements = Number of likes, comments, messages, shares
- Over 17,700 Followers
- Over 157,100 Snapchat filter views from 3429 uses

**Mobile App in partnership with Comporium:**

- 4,800 app users; average time spent using the app: 20 minutes
- First mobile app in BMX World Championships history

**Website - rockhillSCbm.com:**

- 438,00 views of our webpage
- 112,600 people used the site

**York County Day** (July 26): 140 attended including 15 legislators plus 2 more during the week

**Rock Hill Economic Development Corporation Event** (July 27): 100 RHEDC attendees plus 150 additional sponsors

**Medical:**

- 482 patients
- 26 transports by ambulance
- 15 transports by privately owned vehicle

**Media Center:**

- 106 total media representatives from about 15 different countries
- 67% from outside US