CUMULATIVE GLOBAL AUDIENCE: 962.2M
10M peak BBC audience for IAAF when GB & NI men won 4x100m gold

#IAAFWORLDS
#PARAATHLETICS

1.6 Billion potential social media impressions

TOTAL NO. OF TICKETS SOLD: 1,010,000
World Para Athletics 305,000 & IAAF 705,000

DIRECT ECONOMIC IMPACT: £107M
World Para Athletics £28M & IAAF £79M

200+ NATIONS 20 DAYS of competition

OVER 3,300 ATHLETES

59% OF FANS used reusable water bottles at the refill stations

15,000 SPECTATORS came from the sports & community programme

5,378 VOLUNTEERS
WPA 2,465 and IAAF 2,913

20 DAYS
£2.1M INVESTED in 11 grassroots athletics projects linked to the events

97% OF FANS agreed the events showcased London as a positive, vibrant city

WPA 99%
IAAF 96%

felt pride that London hosted the events

WPA 95%
IAAF 91%

felt the events had a positive effect on London communities

200+ NATIONS 20 DAYS attended the events

OVER 3,300 ATHLETES

Likelihood of fans coming back to the Stadium for a big event
83% WPA 75% IAAF

Likelihood of spectators attending future sporting events in the UK
72% WPA 79% IAAF

72% WPA 79% IAAF

WPA 47% IAAF 42%
Inspired to participate more because of the Championships