# The Power of Pride! UK Braces for £100 Million Economic Boost from Euro 2024, Glastonbury, and Pride Events



This weekend, the UK is set to experience a significant economic boost due to the overlapping events of Euro 2024, Glastonbury, and Pride, which could contribute a combined £100 million to the economy. The anticipation includes pubs gaining a £29 million uplift as fans gather to watch England play Slovakia in the knockout stages of the tournament on Sunday at 5 PM. The British Beer and Pub Association projects a 20% increase in sales as supporters turn out.

The weekend also accommodates the annual Pride parade in London on Saturday, a major event starting at Hyde Park Corner and concluding at Whitehall Place. Concurrently, Glastonbury Festival kicks off on Friday with headliner Dua Lipa on the Pyramid Stage, followed by Coldplay and Sza.

With weather forecasts predicting favorable temperatures of up to 24°C in London, the festivities are likely to attract large crowds, adding to the economic impact, particularly in the hospitality sector. Over the next month, supermarket giant Tesco predicts substantial sales of beer, cider, and low-alcohol alternatives, expecting to sell 33 million packs.

Overall, the convergence of these high-profile events is expected to bring significant economic benefits across the UK.