

GoodLife Fitness Victoria Marathon
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October 9, 2011

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MEDIA RELEASE

Victoria Marathon Society Announces Results of Economic Impact Analysis

(Victoria, BC – January 24, 2011). The Victoria Marathon Society has announced the results from its Economic Impact Analysis on the 2010 GoodLife Fitness Victoria Marathon. The event, which took place on Sunday, October 10, 2010, created a total economic impact on marathon weekend of \$7.1 million.

The purpose of the analysis, conducted by the Economic Planning Group, was to estimate the economic benefit of the Victoria Marathon, held every year on Thanksgiving weekend. These benefits were measured by tallying the spending of competitors, spectators, volunteers and the Victoria Marathon Society, which organizes the annual event.

The event attracted over 14,000 participants – a record for the event – with competitor spending totaling \$1,878,000. 6,600 spectators made a significant contribution at \$743,000, and for the 1,470 volunteers, spending was estimated at \$41,000. The three-day Race Expo and Media interest attracted \$42,000, and the Society's expenditure – three-quarters of which was spent locally – came to \$764,000. Indirect effects of the event – which measures the change in economic activity generated by spending in the sectors that supply goods and services used in the direct activities – came to \$3.3 million. Induced effects – which measures the impact created by the additional income accrued to individuals whose work was created by these activities – totaled \$370,000.

"The growth of this destination event, which now has such a strong international reputation, creates a long term and favourable foundation for business in our region," said Rob Reid, Race Director and business owner. "This impact is seen as a peak for our yearly business. Annual events with constant growth and significant off-island tourists, drives our economy and is felt on numerous levels – from workforce, retail, food and beverage, hotel, and transportation to the collection of taxes."

"The GoodLife Fitness Victoria Marathon has grown into one of Victoria's most significant annual events and the economic benefit to the tourism economy is clear," said Helen Welch, Tourism Victoria's VP Visitor Services & Market Development. "The Marathon Society does an excellent job managing this event and we will continue our work with them to ensure we maximize the potential of this great sporting experience."

The 2010 event was the most successful event ever, according to Victoria Marathon Society President, Bob Reid. "The Marathon not only injected a record \$7 million into the local economy on Thanksgiving weekend, but it attracted over 14,000 participants and 7,000 supporters making this the largest sporting event in Victoria. Our new title sponsor, GoodLife Fitness, was a perfect fit in partnering a health and wellness business with a well established physical fitness event. The end result included many value-added features for the participants and a huge benefit of \$490,000 distributed to 22 charities. 2010 was perhaps our most successful of the 31

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years that the Victoria Marathon Society has hosted the race, and the addition of a like-minded, active lifestyle, title sponsor produced yet another tourism winner for the City of Victoria!"

The Victoria Marathon Society last conducted an economic analysis in 2001, when the impact was measured at \$1.2 million. The event then had 6,800 participants with a competitor spending of \$723,357. Just over 3,000 spectators spent \$16,856, volunteers \$49,500 and the Society \$465,329.

The 32nd Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 9, 2011; in addition to the Marathon there is a Half Marathon, 8K Road Race and Thrifty Foods Kids Run & Marathon. For more details, visit www.runvictoriamarathon.com

- 30 -

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