



NEWS RELEASE

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Economic impact survey shows Portland Marathon brings over \$25 million in revenue to Portland

PORTLAND, Ore.—2 Sept. 2008—Last week, the Portland Marathon announced the results of its 2007 Economic Impact Statement and Survey* in a meeting with Mayor Tom Potter. Les Smith, Event Director for the Portland Marathon, and the event’s committee conducted a comprehensive two-stage survey with the 2007 Portland Marathon participants to determine the effects of the event on the city’s economy. The results reflected demographic information about event participants and their spending habits during Portland Marathon event weekend. Below are the summarized highlights from the survey.

- Marathon participants brought in approximately \$25.4 million into the Portland and Oregon economy during the Portland Marathon weekend. The average marathoner and those traveling with him or her each spent approximately \$176 per day they were in Portland. Those completing the survey reflect an average income of \$89,200 by participant and \$123,600 by household of the participant.

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- Based on the number of hotel rooms and nights, the Portland Marathon represents the largest convention in Portland in 2007. The Portland Marathon is also estimated to have been the largest in both 2005 and 2006.
- The hotel tax dollars received by the City of Portland based on room nights for participants exceeded \$250,000 which is approximately \$200,000 in excess of the costs to the City for its support of the Portland Marathon in terms of police, maintenance and administrative service fees.
- Of the 9000+ marathoners nearly 72% were from locations more than 75 miles away from Portland. Forty-seven states were represented and runners and walkers from over 18 countries participated.
- 60% of the marathon participants were between the ages of 30 and 50 years with the average age for women at 34 and men at 35.
- 58.2% of participants were woman, which is the highest percentage of women in any true mixed marathon in the world. The Portland Marathon has had the highest percentage of women for over 10 years.
- With respect to their views and feelings about the City of Portland and its services, of those participating in the Portland Marathon:
 - > 11% said they had never been to Portland before
 - > **85% of all surveyed said they came to Portland because of the City's reputation as a destination city.**

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- Those doing the survey gave high ratings to the following:
 - > 90% rated Portland as an excellent to good place to shop
 - > 91% rated Portland's hotel services as excellent to good
 - > 96% rated Portland's dining opportunities as excellent to good

The Portland Marathon is committed to the satisfaction and happiness of its participants. *Runner's World* magazine called the event one of the "friendliest, best organized most family-oriented events in the country." Seventy-eight course entertainment acts, a marathoner Celebration Lounge, and the eco-friendly aspects of the event, such as giving all finishers a tree seedling, are features that make the event unique from others in the country.

* The survey was offered electronically to those registered in the Portland Marathon both before and after the event. The number of marathoners responding was over 25% of those registered or who finished the event. The statistical base of all of those who registered matched with those who took the survey almost to the exact tenth of one percent. The survey did not include the economic impact of the 3,000-4,000 participants in the Portland Marathon's 5-Miler, 10k Mayors Walk, Kids Marathon Run, the Event Directors' Conference, or the 4,500 volunteers. Efforts were also made to ensure open and unbiased questions in order to obtain accurate and objective responses.

The Portland Marathon, a non-profit organization that started in 1971, is one of the largest events in Portland. The event is organized and executed by more than 4,500 volunteers, and attracts more than 12,000 participants each year. The event donates more than \$150,000 of its revenue to local non-profits and charitable groups. The event has recently received national attention for being one of the first "green" marathons, and also for continuing to be one of the only remaining MP3-player friendly distance running events in the country. For more information, visit www.portlandmarathon.org, e-mail news@portlandmarathon.org, or call (503) 816-3777.

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