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## **2018 Boston Marathon® Will Mean Over \$200 Million For Greater Boston Economy**

BOSTON (April 5, 2018) - The 122<sup>nd</sup> Boston Marathon on Monday, April 16, 2018, and surrounding Marathon-related events including the John Hancock Sports & Fitness Expo and the B.A.A. 5K, will bring an estimated \$201 million (USD) in spending impact to the Greater Boston region, according to Greater Boston Convention & Visitors Bureau (GBCVB) President and CEO Patrick Moscaritolo. Held annually on Patriots' Day, the Boston Marathon is the world's oldest consecutively run marathon and ranks as one of the world's most prestigious road racing events. The Boston Athletic Association (B.A.A.) has managed and organized the Boston Marathon since the event's inception in 1897.

This is the first year that the Boston Marathon's Estimated Economic Impact will surpass the \$200 million mark. There will be 30,000 official participants in the Boston Marathon, including more than 7,100 runners traveling from 98 countries outside the United States. In addition, over 1,000 members of the media from more than 200 outlets are expected to cover the Boston Marathon, providing the Greater Boston region with unparalleled international exposure.

"The Boston Marathon and its related events provide an extraordinary kick start for our visitor season," Bureau President and CEO Patrick Moscaritolo explained. "The Boston Marathon is the premier and most beloved event in our city, and region and our community looks forward each year to welcoming runners and media from around the world."

"The Boston Athletic Association looks forward to welcoming participants, spectators, and media members from around the world to Boston for the 122<sup>nd</sup> running of the Boston Marathon," said Tom Grilk, Chief Executive Officer of the B.A.A. "Each year the Boston Marathon brings people from all backgrounds together, uniting to celebrate athletic excellence and the spirit of competition. From the 40,000 athletes in the Boston Marathon and B.A.A. 5K, to the hundreds of thousands of spectators that line the course, and more than 9,500 volunteers, nearly all will patronize local businesses throughout Greater Boston."

The 2017 Boston Marathon generated \$192.2 million (USD) and had an entry field of 30,816 athletes.

The estimated \$201 million (USD) in spending impact will be generated from the following categories:

Total spending by more than 30,000 runners and their guests at Marathon and Marathon related events	\$106.8M (USD)
Charity fundraising by Marathon participants	\$35.0M (USD)
Total spending by spectators & visitors at Marathon and Marathon related events	\$32.2M (USD)
Total sponsor and media-related spending	\$15.6M (USD)
Total spending by the Boston Athletic Association	\$11.4M (USD)

**TOTAL \$201M (USD)**

For the 33<sup>rd</sup> consecutive year, the principal sponsor of the Boston Marathon is John Hancock. John Hancock provided the first-ever prize purse for the Boston Marathon in 1986 and has provided over \$19 million (USD) in prize money for the event. This year's prize purse totals \$830,500 (USD), plus bonuses.

The John Hancock Sports & Fitness Expo will be located at the Seaport World Trade Center at 200 Seaport Boulevard from Friday, April 13, through Sunday, April 15. The Expo is widely regarded as the running industry's premier expo for new products and services, features more than 150 exhibitors, and is estimated to attract more than 100,000 attendees. Boston Marathon participants must claim their bib numbers for this year's race at the John Hancock Sports & Fitness Expo.

Also among 2018 Marathon-related events is the B.A.A. 5K on Saturday, April 14, two days prior to the Boston Marathon. The B.A.A. 5K will feature 10,000 entrants, including nearly 1,000 international participants. The 3.1-mile course starts and finishes at historic Boston Common and takes participants across the Boston Marathon finish line.

**About the Boston Athletic Association (B.A.A.)**

Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running. The B.A.A.'s Boston Marathon is the world's oldest annual marathon, and the organization manages other local events and supports comprehensive charity, youth, and year-round running programs. Since 1986, the principal sponsor of the Boston Marathon has been John Hancock. The Boston Marathon is part of the Abbott World Marathon Majors, along with international marathons in Tokyo, London, Berlin, Chicago, and New York City. More than 60,000 runners will participate in B.A.A. events in 2018. The 122<sup>nd</sup> Boston Marathon will be held on Monday, April 16, 2018. For more information on the B.A.A., please visit [www.baa.org](http://www.baa.org).

**About the Great Boston Convention & Visitors Bureau (GBCVB):**

The Greater Boston Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor service organization charged with the development of meetings, conventions and tourism-related business to enhance the economy of Boston, Cambridge and the greater metropolitan area. For more information on what to do, where to stay, and what to see when visiting Boston visit [www.BostonUSA.com](http://www.BostonUSA.com).

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