



**FOR IMMEDIATE RELEASE**

Media contacts: GBCVB: David O'Donnell (617) 867-8214 [mediarelations@bostonusa.com](mailto:mediarelations@bostonusa.com)

**2018 Head Of The Charles Regatta® will Generate Over \$72 Million in Spending Impact for the Greater Boston Economy**  
**World's largest two-day Regatta to draw more than 225,000 spectators and create major economic impact for the region**

**BOSTON (October 12, 2018)** - The 54<sup>th</sup> Head Of The Charles Regatta (HOCR) is expected to generate a significant economic impact – more than \$72 million (USD) in spending – to the Greater Boston region, according to Greater Boston Convention & Visitors Bureau (GBCVB) President and CEO Patrick Moscaritolo.

The 2018 Regatta takes place on October 20-21, 2018. Held annually on the next-to-last weekend in October, the HOCR is the largest two-day regatta in the world, with just under 11,000 athletes participating from across the globe. An estimated 225,000 people head to the banks of the Charles River over two days to watch the races. Approximately 65 percent of those individuals are classified as “visitors” – traveling from outside the Greater Boston region, according to a McKinsey & Company analysis.

“The Head Of The Charles is the premier regatta in the world, and our visitor industry looks forward each year to welcoming rowers, spectators and media from around the world to Boston and Cambridge,” said GBCVB President and CEO Pat Moscaritolo.

The 2018 Regatta is a highly anticipated competition with nearly 11,000 athletes representing 2,300 entries from 24 countries around the world. More than 800 schools, universities and organizations will send teams to compete in the 2018 race, and approximately 87 percent of these athletes will come from beyond Greater Boston.

“Over the past fifty-plus years the Head Of The Charles Regatta has grown into one of the world’s most legendary rowing competitions that attracts individuals from across the globe,” said Frederick Schoch, executive director of the Regatta. “It’s gratifying to know that this event, which generates so much passion from competitors and enjoyment from spectators, is also bringing significant economic dollars to the Greater Boston region.”

The estimated \$72.2 million (USD) in spending impact will be generated from the following categories:

Total direct spending by spectators, athletes and coaches traveling from more than 50 miles	\$28.5M (USD)
Total indirect spending by spectators, athletes and coaches traveling from more than 50 miles	\$23.1M (USD)
Total spending by out-of-state sponsors	\$1M (USD)
Total direct spending by local spectators	\$12.2M (USD)
Total indirect spending by local spectators	\$7.4M (USD)

**TOTAL \$72.2M (USD)**

The Head Of The Charles Regatta hosts a variety of events for local and international rowers. The Regatta engages rowers of diverse experience, including Juniors, Olympians, Para and Masters athletes and has become a signature sporting event in New England. It is free to the public and accessible to view from any bridge or shoreline along the three-mile Charles River course. Since 2013, its lead sponsor has been BNY Mellon, which has played a crucial role in promoting and supporting the iconic race weekend. For more information about the event, visit Head Of The Charles at [hocr.org](http://hocr.org).

####