



# Press Release

For Immediate Release

Media Contact: Beth Johnson  
elizabeth.johnson1@usmc.mil  
703.432.1165

June 20, 2007

## **More than \$31 Million Spent in Washington DC area by Participants and Spectators of the Marine Corps Marathon**

*New Study Released from the George Washington University International Institute of Tourism Studies*

QUANTICO, VA- The Washington DC Metro area received \$31.7 million in spending over the Marine Corps Marathon weekend during October 2006 according to a recent report from the George Washington University International Institute of Tourism Studies. The study, which randomly interviewed runners and spectators- both local and visitors, found that more than 96,000 people came to the area as a part of the MCM generating a 62% increase in dollars spent from the same weekend in 2004 and a more than 160% increase from dollars spent the same weekend in 2002.

Marathon visitors over the average three-day stay predominately spent on food, lodging, entertainment, local transportation and retail purchases. This generated more than \$2.2 million in tax revenue, up 69% from 2004. Virginia was the dominant recipient of runner and spectator spending on lodging and restaurants, bringing more than half of the money spent.

In 2006, the MCM and Arlington County formally announced a marketing partnership, established to enhance the economic and tourism opportunities generated by the annual event. This program included joint promotional ventures, a new recycling effort and the creation of the MCM Finish Festival in Rosslyn.

"As a host and partner of the Marine Corps Marathon, we're very proud to welcome runners, race officials, visitors and other guests to Arlington for the most popular marathon in the Washington, D.C. region," stated Arlington Board Chairman Paul Ferguson. "Our entire community benefits greatly from the marathon, enjoying both cultural and economic gains from the race."

Runners and their parties spent more than \$16 million in restaurants and retail purchases over the weekend. On average, runners and their parties stayed 3.1 nights at area hotels generating an additional \$10 million in revenue.

In addition to the economic impact, the Marine Corps Marathon provided a means for more than 3,500 charity runners raise in excess of \$5 million for both local and national causes. The program's thirteen-year total of more than \$40 million includes contributions to the fundraising efforts of long-standing partners the Lymphoma and Leukemia Society and St. Jude's Heroes program, as well as many others.

*Voted "Best Marathon for Families", the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Runners from all walks of life have participated in the world's largest marathon to not offer prize money, deservingly earning the nickname "The People's Marathon." The 32<sup>nd</sup> Marine Corps Marathon to be held on October 28, 2007 in Arlington, VA is*

*presented by USAA, Brooks Sports, Inc., and CVS/Caremark. No federal or Marine Corps endorsement implied.*

*For media information, contact Beth Cline Johnson, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or [Elizabeth.Johnson1@usmc.mil](mailto:Elizabeth.Johnson1@usmc.mil).*