



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

For Immediate Release

GBCVB Contacts: Larry Meehan Tel: 617- 867-8231, e-mail: lmeehan@bostonusa.com; Stacy Shreffler, Tel: 617-867-8203, e-mail: sshreffler@bostonusa.com. www.BostonUSA.com is Boston's Official Visitor Information website.

Boston Marathon-Boston Athletic Association Contact: Jack Fleming, Tel: (617) 236-1652 ext. 2627; email: fleming@baa.org

**Boston Marathon Weekend 2009 will mean
\$108 million for Greater Boston economy**

BOSTON, April 17, 2009 - The 113th Boston Marathon on Monday, April 20, 2009 and related activities throughout the weekend will bring approximately **\$108 million** in direct and indirect economic impact to the Greater Boston region, according to Greater Boston Convention & Visitor Bureau President and CEO, Patrick Moscaritolo.

This year there will be **26,400** official runners including **3,977** runners from outside the United States. More than **600,000** spectators are anticipated to line the 26-mile route and Back Bay finish line area.

In terms of media members receiving credentials, the B.A.A. Boston Marathon ranks behind only the Super Bowl as the largest single-day sporting event in the world.

This year runners are from over **sixty (60) countries** including the United States.

Included in the Marathon weekend spending impact are four Red Sox games at Fenway Park, Patriot's Day activities in Boston and around the region, the John Hancock Sports & Fitness Expo at the Hynes Convention Center, and the start of the spring tourism season in Boston.

The estimated \$108 million in spending impact will be generated from the following categories:

- ◆ Total spending by 26,400 runners and their guests, including spending at John Hancock Sports & Fitness Expo: \$73.6 million
- ◆ Total spending by spectators: \$8.0 million
- ◆ Total spending by the Boston Athletic Association: \$7.0 million
- ◆ Charity Fundraising events by marathon runners \$11.0 million
- ◆ Spring Visitor Season Events: \$4.5 million
- ◆ Four Red Sox games at Fenway Park: \$4.0 million

TOTAL \$108.1 million

The 113^h Boston Marathon is second only to the 100th anniversary race in economic impact and number of runners. In 1996 there were 33,708 runners and spending impact reached \$172 million.

###