

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

2015 Tamarack Ottawa Race Weekend generated \$34.4 million in economic activity for Ontario

October 22, 2015 – OTTAWA – The 2015 Tamarack Ottawa Race Weekend, which announced today it has received the coveted IAAF Gold Label for its Scotiabank Ottawa Marathon, supported \$34.4 million in economic activity for the Province of Ontario in 2015. The weekend's six events saw out-of-town participants, spectators, event sponsors and organizers spend a combined \$15.1 million, a significant increase over 2014. The newly released economic impact assessment produced by the Canadian Sport Tourism Alliance (CSTA) also showed \$23.1 of this economic activity occurred in Ottawa. Overall the event made a \$15.8 million contribution to the province's Gross Domestic Product (GDP).

An email survey, conducted following last May's event, found that 38,220 runners and spectators came from outside the National Capital Region for the event, with 87% spending one or more nights in Ottawa.

The CSTA conducted the analysis on behalf of the organizing committee. A summary of the report can be found at www.canadiansporttourism.com.

The International Association of Athletics Federations (IAAF) Gold Label designation is bestowed on races that meet rigid criteria. The major six marathons around the world also carry the Gold Label standard, the highest of the three levels in the IAAF ranking.

Key numbers

- \$15.8 million contribution to the province's GDP - increase of \$1 million over last year
- \$34.4 million in economic activity for the Province of Ontario - increase of \$2.1 million over last year
- \$15.1 million spent in the region by runners and participants, event sponsors and race organizers combined
- \$23.1 million in economic activity for the City of Ottawa, supporting \$7.2 million in wages and salaries and 198 jobs
- \$7.7 million in federal, provincial and municipal taxes
- 38,220 out-of-town participants and spectators
- 2,500 volunteers helped make the Race Weekend a success

- 8,900 runners participated in CSTA's email survey

Close to 50,000 runners are expected to take part in the 2016 Tamarack Ottawa Race Weekend, which will take place May 28-29, 2016.

About the Tamarack Ottawa Race Weekend

The 2015 *Tamarack* Ottawa Race Weekend welcomed more than 49,400 participants in six races, including the Scotiabank Ottawa Marathon, the Scotiabank Half-Marathon, the Ottawa 10K, the HTG Sports 5K, the 2K and Scotiabank Kids Marathon. The Tamarack Ottawa Race Weekend is one of only two running events in the world to host two IAAF Gold Label races - the Ottawa 10K and the Scotiabank Ottawa Marathon. The 2016 Tamarack Ottawa Race Weekend will take place on May 28-29, 2016. Visit us at www.runottawa.ca.

About Run Ottawa

Run Ottawa, the organization behind the *Tamarack* Ottawa Race Weekend, is dedicated to promoting the sport of running and enhancing the health and well-being of our community by organizing distinctive world-class and local races, and managing an active, membership-based running club. Visit us at www.runottawa.ca.

About the Canadian Sport Tourism Alliance

The Canadian Sport Tourism Alliance is a tourism industry led organization that promotes sport tourism as an economic development initiative at the community level. The CSTA services over 400 members across Canada, including 145 municipalities, 150 national and provincial sport, multi-sport and major games organizations and a variety of other sport and tourism industry partners. Sport tourism is the fastest growing segment of the tourism industry with approximately \$5.2 billion in annual spending by domestic and international visitors.

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