



***AS UNIQUE AN
EVENT AS THE CITY***

 **Brighton Marathon[®]
WEEKEND**

BRIGHTON MARATHON



TOTAL PARTICIPANTS

15,000



BM10K



TOTAL PARTICIPANTS

5,000

MINI MILE RACES

TOTAL PARTICIPANTS

2,500



SEARCH UK
90 8 TERMS
Mini Mile Races

Brighton Marathon
WEEKEND

111 Mini Mile Races
14.3

Brighton Marathon
WEEKEND

SEARCH UK
90 8 TERMS

BM RIDE



TOTAL PARTICIPANTS

2,000

BEACH VILLAGE



TOTAL VISITORS

150,000

BRIEF UNDERSTANDING OF OUR AUDIENCE

12%

Of our Marathon participants are local*



OVER 30%

Of our Marathon participants live outside of the South-East.



OVER 50%

Of our participants stay in paid accommodation.

(35% at home, 14% with friends and family)

82%

Of our participants know someone else taking part



50%

Of our participants are accompanied to the event by at least four people



IMPACT ON ECONOMY

ANALYSIS OF THE MARATHON RUNNER



KEY SPEND STATS

TOTAL ESTIMATED IN EXCESS OF

£4MILLION*

* Does not include:

- friends and family
- BM10k, BM Ride or Mini Mile - mainly local
- local contractors, crew, stewards or event team

F&B

£1.15M

TRAVEL

£460K

ACCOMMODATION

£1.9M

ENTERTAINMENT, SHOPPING, OTHER

£650K



IMPACT ON 3RD SECTOR

Over £5million raised for good causes each year

Over £400k raised for local causes

IMPACT ON COMMUNITY

Employ a team of 250+ event specialists - 1,250 days' work

Employ a volunteer team in excess of 2,000 people including over 200 medics

Have 25+ local employers, schools or community groups involved





IMPACT ON COMMUNITY

Crime falls on event day

Hospital admissions fall
on event day

IMPACT ON COMMUNITY

Grow community involvement

Continue to grow current events

Continued development of event offering:

- Increasing the 3-night stay
- Increase Friday night footfall into the city
- New events on Saturday to drive more people into the city



THANK *YOU*

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 **Brighton Marathon**
WEEKEND

