



## Fact Sheet

### A global tourism event...

- IAAF Gold Label Road Race (highest honour for marathons)
- 27,000+ participants \*
- \$24 million in economic impact \*
- 79,000+ visitor nights \*
- 57,000+ attendance at the event (participants & spectators) \*
- 43,000+ visitors to the Gold Coast \*
- 23,500+ visitors to Queensland \*
- 5,500+ visitors from overseas \*
- Global television reach of 850+ million households across 129 countries \*
- 90,000+ social media fan base

\* Based on figures from the 2016 Gold Coast Airport Marathon

### Key facts about the Gold Coast Airport Marathon...

**Fact 1: An impressive history** – 2017 will be the 39<sup>th</sup> staging of the annual Gold Coast Airport Marathon.

**Fact 2: July is marathon time** – The Gold Coast Airport Marathon is held on the first weekend in July. This year the race weekend is Saturday 1 and Sunday 2 July.

**Fact 3: Started in 1979** – On 2 September 1979, the inaugural Gold Coast Marathon was held with the start and finish line located outside the Evandale Civic Centre, what is today the Gold Coast Cultural Precinct. The event, initiated by the Rotary Club of Surfers Paradise Central as a health awareness campaign for the Gold Coast, attracted 691 participants.

**Fact 4: Event organiser** – The annual Gold Coast Airport Marathon is organised by Events Management Queensland, a major event management company wholly owned by the Queensland Government as part of Tourism and Events Queensland Group.

**Fact 5: Good Times** – The theme for the Gold Coast Airport Marathon is 'Good Times'. It highlights the opportunity for participants to produce 'good times' on Australia's fastest marathon course and have 'good times' in a premier holiday destination.



**Fact 6: Variety of distances** – The 2017 race program (*from longest to shortest distance*) features the 42.195km Gold Coast Airport Marathon, Wheelchair Marathon, ASICS Half Marathon, Wheelchair 15km, Southern Cross University 10km Run, The Star Gold Coast 5.7km Challenge, Zespri 4km Junior Dash and Zespri 2km Junior Dash.

**Fact 7: Highest marathon honour** – In 2014, the Gold Coast Airport Marathon became the first Australian marathon race to attain an International Association of Athletics Federations (IAAF) Road Race Gold Label, the highest qualification a marathon event can receive. This placed the event in esteemed company, alongside the likes of New York, Boston, London, Tokyo, Berlin and Chicago.

**Fact 8: Flat, fast and scenic** – The Gold Coast Airport Marathon has a global reputation for its fast, flat and scenic course. About 60% of race finishers reported a personal best time at the 2016 event.

**Fact 9: 28,199 is the record** – There was a record 28,199 participants across all races on the program in 2012. The largest number of participants in the marathon race was last year with 6,216.

**Fact 10: Boost for Queensland** – Last year's Gold Coast Airport Marathon generated an economic impact of \$24 million and over 79,000 visitor nights for Queensland (*Tourism & Events Queensland, 2016*).

**Fact 11: Global television reach** – Last year the television coverage of the Gold Coast Airport Marathon was telecast in 129 countries with a potential audience of 850 million households (*Sports TV Media Distribution, 2016*).

**Fact 12: Social media fan base** – The Gold Coast Airport Marathon has strong engagement on social media with more than 100,000 followers across Facebook (80,300), Twitter (8,300) and Instagram (11,500).

**Fact 13: Live web coverage** – A live webcast will provide a global audience a four hour coverage of the Gold Coast Airport Marathon and ASICS Half Marathon on the Sunday.

**Fact 14: 2016 marathon winners** – The reigning champions of the Gold Coast Airport Marathon are Kenya's Kenneth Mungara (men), Japan's Misato Horie (women), Australia's Kurt Fearnley (wheelchair men) and Christie Dawes (wheelchair women).

**Fact 15: Prize money on offer** – There is a placegetter prize money pool of more than \$110,000 for elite runners at this year's Gold Coast Airport Marathon including \$20,000 for the winners of the men's and women's marathon. In addition, there is bonus prize money available for achieving target times in the marathon, wheelchair marathon, half marathon and 10km run.

**Fact 16: Championship status** – The Gold Coast Airport Marathon will host a number of championships in 2017 including the IAAF Oceania Area Marathon and 10km Road Race Championships; Australian Defence Marathon Championships; Queensland Marathon and 10km Road Running Championships; Australian Masters Athletics Marathon Championships; Queensland Masters Athletics Marathon Championships; Australian University Sport Distance Running Championships; and, Australian Open Running Club Championships.

**Fact 17: Marathon record holders** – The marathon race records at the Gold Coast Airport Marathon are: (men) 2:08:42 – Kenneth Mungara (Kenya) – 2015; (women) 2:26:40 – Misato Horie (Japan) – 2016.

**Fact 18: 12<sup>th</sup> year for official charity** – This is the 12<sup>th</sup> consecutive year that the Cancer Council Queensland has been the Official Charity of the Gold Coast Airport Marathon.

**Fact 19: Legends as ambassadors** – Five legends of Australian marathon running are the ambassadors for the Gold Coast Airport Marathon in 2017. Sub 2:10 marathon runners Rob de Castella, Steve Moneghetti, Pat Carroll and Lee Troop, along with Australian women's marathon record holder Benita Willis continue their long association with one of their favourite events.



**Fact 20: More than running** – There are a number of support events and functions over the weekend that all add to the amazing experience of the Gold Coast Airport Marathon. These include the ASICS Sport & Leisure Expo, Garmin Legends Lunch, Elite Runner Media Conference, Marathon Gala Dinner and Race Weekend Corporate Hospitality.

**Fact 21: A showcase of industry** – The ASICS Sport & Leisure Expo is a major support event to the Gold Coast Airport Marathon. Staged at the Gold Coast Convention & Exhibition Centre from Thursday 29 June to Saturday 1 July, it is expected to attract over 50 exhibitors and 25,000 visitors.

**Fact 22: Huge volunteer force** – More than 1,250 people of all ages will volunteer their time to work on the Gold Coast Airport Marathon this year as part of the Volunteer Program. Volunteers perform vital duties over the event at the start and finish areas, on course, at the registration centre and expo, and at functions.

**Fact 23: Huge community support** – Over 1,000 of the volunteers at the Gold Coast Airport Marathon are part of 43 local community groups who use this opportunity to fundraise for their group or a cause. These groups provide important group roles at the event such as managing aid stations on course.

**Fact 24: Spectators line the course** – There are over 42km of great spectator locations on course with the hot spot being the Broadwater Parklands where the start and finish lines and race precinct are located. It is estimated that over 30,000 people line the course over the weekend to provide support to the runners.

**Fact 25: Pace running support** – A group called the Pat Carroll Online & Onland Pacers are provided in the Gold Coast Airport Marathon, ASICS Half Marathon and Southern Cross University 10km Run races to help runners achieve their target times.

**Fact 26: Safety first marathon** – The Gold Coast Airport Marathon is one of the world's leading marathons in delivering a safe experience for its runners and spectators. From advanced medical scanning technology, live runner tracking to numerous on course aid stations, the Gold Coast Airport Marathon delivers numerous innovative health and safety practices alongside stakeholders including Gold Coast University Hospital, Queensland Ambulance Service and Queensland Police Service.

**Fact 27: Suite of sponsors** – The Gold Coast Airport Marathon is supported by a suite of local to global brands, many having been long-time sponsors of this event. None more so than Gold Coast Airport which has been naming rights sponsor for 15 consecutive years and ASICS which has been a sponsor since 2000.

**Fact 28: Race Precinct** – The race precinct for the Gold Coast Airport Marathon where the start and finish lines are located is the beautiful Broadwater Parklands in Southport.

**Fact 29: Making a debut** – This year more than 30 percent of marathon runners are debutants over the 42.2km distance.

**Fact 30: Training tips** – Preparation is vital for any runner embarking on a race especially for the gruelling distance of a marathon. The 'training' section of the Gold Coast Airport Marathon website provides a central resource for runners to help prepare for race day.

