



## **INAUGURAL COAST GUARD MARATHON GENERATED \$700K FOR ELIZABETH CITY ECONOMY**

*Event impact boosted local tourism industry, businesses and jobs*

ELIZABETH CITY, NC (July 11, 2022) – The inaugural in-person Coast Guard Marathon generated significant economic impact for Elizabeth City, contributing more than \$700,000 to the local economy. The race weekend was one of the first large-scale events in Elizabeth City since the onset of the pandemic and marked the first time a marathon or half marathon has been held in the city.

“The debut of the Coast Guard Marathon gave a resounding boost to the local tourism industry and our small businesses,” Corrina Ruffieux, Executive Director of Visit Elizabeth City said. “The weekend of festivities and road races brought out-of-town visitors from across the United States and beyond to experience the Harbor of Hospitality® and our charming downtown, shops, restaurants, hotels and B&Bs. We look forward to this event continuing to grow in the years ahead.”

The three-day race weekend held March 3 - 5, 2022, included a 5K, half marathon and marathon, all of which were the first road races sanctioned by the United States Coast Guard. The community welcomed 1,472 runners from 45 states and three U.S. territories, with runners coming from as far away as Alaska and Hawaii. An additional 1,734 participants joined the event virtually, attracting runners from countries around the world such as Great Britain, Germany, Japan and Australia. More than 85% of participants across in person and virtual races were affiliated with the U.S. military, with 45% either currently enlisted or retired, and another 42% running in honor of a loved one with military ties.

An economic impact study following the event found the race weekend directly impacted \$488,043 in business sales, generated \$23,777 in local taxes and supported 256 jobs, in addition to nearly \$214,000 in indirect economic activity. The Coast Guard Marathon also supported the Coast Guard Foundation, a nonprofit organization committed to strengthening the Coast Guard community and service, with a donation of \$3,000 to support morale and wellness initiatives for Coast Guard members and their families.

The 2023 Coast Guard Marathon weekend will be held March 2-4, 2023, in Elizabeth City, NC.

The economic impact analysis of the Coast Guard Marathon was created using the Event Impact Calculator. Developed by Destinations International and Tourism Economics, an Oxford Economics Company, the tool serves as the industry standard for measuring the economic value of an event and calculates its return on investment to the host location.

### About Visit Elizabeth City

The quaint, coastal town of Elizabeth City, N.C. offers big city benefits in a rural location and abundant Southern charm. Just a short drive through scenic waterways and woodlands to the beaches of the Outer Banks and near the urban center of Hampton Roads, the community is home to three institutions of higher learning and one of the largest Coast Guard bases in the United States. Leisure and business travelers are invited to explore Elizabeth City's revitalized and growing downtown and waterfront areas alive with unique eateries, shopping, art, events and fun for everyone. Visit [VisitElizabethCity.com](http://VisitElizabethCity.com) for more information.

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**Photos from the Coast Guard Marathon available upon request.**

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