



FOR IMMEDIATE RELEASE

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The Kauai Marathon ~ 2009 Economic Impact to the State of Hawaii

The 2nd Annual Kauai Marathon is scheduled for Sunday, September 5, 2010 in Poipu Kauai. Race organizers are tenaciously working on all of the specific details that go into putting together a world-class event such as The Kauai Marathon. Participant race bags are ordered, volunteers are secured, website updates sent, as well as the final planning for the Expo that will be held at the Kauai Sheraton on September 3rd and 4th.

As the registration progresses, the forecast is to have a comparable number of runners in 2010 as in 2009. That is good news for the state of Hawaii, in particular here on Kauai. Last year, The Kauai Marathon provided impressive statistics for the state in both numbers of tourists as well as the total visitor spend.

For the 2009 Half Marathon, there were 1194 registered runners of which 65% were women and 35% were men. The Full Marathon had 487 runners with over half being male. Forty-seven percent were kama'aina with the largest population coming from Kauai at 400 runners. Seven countries were represented with Japan and Canada as one and two respectively for numbers of participants. Additionally, there were runners from 44 states.

The current statistics for the 2010 event show an increased participant count from the mainland, and organizers are hoping that several non-profit fundraising groups such as The Leukemia and Lymphoma Society's Team in Training and other international non-profits will bring in additional runners. To date, these groups have raised over \$400,000 for their worthwhile causes.

The Economic Impact for The Kauai Marathon in 2009 was promising for the event's first year. Kauai's resorts received 5,600 room nights booked during the event with the Grand Hyatt Kauai and the host hotel, The Sheraton Kauai receiving the highest number of bookings. The average length of stay was 3-5 nights while the average nightly rate was \$201.15.

According to the Office of Economic Development, approximately \$1.1 million was spent in room revenue and the average spend per day on other items such as car rental, food and beverage and activities was \$125.00 per day. The total visitor spending (direct, indirect and induced) was approximately \$2.75 million.

Additionally, \$13,500 was donated to local charities including The Kauai Food Bank, Kapaa High School and Kauai High School. This year, race organizers are hoping to match that number by supporting over 10 non-profit groups that will be assisting with volunteer duties on race day.

The 2nd Annual Kauai Marathon is scheduled for Sunday, September 5, 2010 in Poipu Kauai. The event offers marathon and half marathon distances, which are certified by USATF and AIMS. For more information, please visit www.thekauaimarathon.com.

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