

Chattanooga Marathon Economic Impact Analysis Report

ERLANGER CHATTANOOGA
MARATHON  WEEKEND

26.2 | 13.1 | RELAY | 5K | KIDS FUN RUN

Report completed by the University of Tennessee
at Chattanooga's Tourism Center



PROJECT OVERVIEW

THE FOLLOWING REPORT DETAILS THE ECONOMIC IMPACT OF THE 2023 CHATTANOOGA MARATHON. DATA USED FOR IMPACT ANALYSIS WAS LIMITED TO VISITOR SPENDING ONLY. A VISITOR WAS DEFINED AS SOMEONE TRAVELING OUTSIDE OF A 50-MILE RADIUS OF CHATTANOOGA WITH THE PRIMARY REASON FOR TRAVELING BEING PARTICIPATION OR SPECTATING THE MARATHON. CONSISTENT WITH ECONOMIC IMPACT METHODOLOGY, VISITOR SPENDING ATTRIBUTABLE TO THE MARATHON WILL NOT ONLY OCCUR DURING THE RACE WEEKEND, BUT MAY ALSO BE EXHIBITED IN TRAVEL DAYS LEADING UP TO THE RACE. FOR INSTANCE, PRIOR VISIT SPENDING RELATED TO TRAINING AND KNOWLEDGE ACQUISITION IS COMMONLY CITED AMONG PARTICIPANTS TRAVELING TO A DESTINATION TO COMPETE IN A MARATHON. THIS FORM OF SPENDING ALLOWED FOR A SEPARATE ANALYSIS OF IMPACT.

THE REPORT DETAILS THE DIRECT SPENDING THAT OCCURS WITHIN INTERRELATED INDUSTRIES (I.E., RESTAURANTS, LODGING, RETAIL, ETC.), AS WELL AS ITS INDIRECT AND INDUCED EFFECT. THE DIRECT EFFECT REPRESENTS THE MARGINAL (NON-LEAKED) MONEY REMAINING IN THE REGION. INDIRECT EFFECTS ARE THE RESULT OF LOCAL BUSINESSES SPENDING MORE ON EMPLOYMENT AND MATERIALS, AS A RESULT OF ADDED BUSINESS. INDUCED EFFECTS INCLUDE ADDITIONAL SPENDING BY LOCAL EMPLOYEES AS A RESULT OF INCREASED HOURS/INCOME DUE TO THE ACTIVITY. FURTHER, THESE EFFECTS IMPACT THE REGION IN VARIOUS WAYS: 1) EMPLOYMENT: THE NUMBER OF FULL-YEAR, FULL-TIME JOBS SUPPORTED BY PARTICIPANTS, 2) LABOR INCOME: ADDED INCOME FOR CURRENT EMPLOYEES, 3) TOTAL VALUE: TRUE PROFITS AFTER ACCOUNTING FOR EMPLOYMENT, TAXES, AND OTHER EVERYDAY BUSINESS EXPENSES, AND 4) OUTPUT: TOTAL OVERALL SALES AND REVENUE FROM MARATHON PARTICIPANTS.

THE FOLLOWING REFLECTS THE AGGREGATE IMPACT OF NON-LOCAL RUNNERS AND THEIR TRAVELING GROUPS ON HAMILTON COUNTY, TN. THE ANALYSIS DOES NOT ACCOUNT FOR COSTS AND/OR REVENUES RELATED TO INFRASTRUCTURE, OPERATIONS, OR VENDOR AGREEMENTS.

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*ECONOMIC IMPACT OF
CHATTANOOGA MARATHON*

TOTAL EFFECT
\$859,832.489

DIRECT EFFECT. *\$526,097.24*

INDIRECT EFFECTT *\$193,688.07*

INDUCED EFFECT *\$140,046.17*



Impact	Employment	Labor Income	Value Added	Output
1 - Direct	5.71	\$186,398.93	\$300,125.20	\$526,097.24
2 - Indirect	1.04	\$70,349.76	\$102,069.85	\$193,688.07
3 - Induced	0.82	\$47,494.77	\$83,566.27	\$140,046.17
Totals	7.57	\$304,243.47	\$485,761.32	\$859,831.48

TAX RESULTS

FEDERAL TAXES *\$50,399.01*
STATE TAXES *\$36,196.20*
HAMILTON COUNTY TAXES *\$9,614.79*

CHATTANOOGA MARATHON ADDS A
QUARTER OF A MILLION DOLLARS IN
THE FORM OF ADDED WAGES AND
SUPPORTS NEARLY 8 FULL TIME
EMPLOYMENT POSITIONS

	Industry Display	Employee Compensation	Employee Compensation	Employee Compensation	Employee Compensation
1	509 - Full-service restaurants	\$72,127.02	\$546.00	\$1,280.62	\$73,953.63
2	507 - Hotels and motels, including casino hotels	\$48,907.31	\$0.65	\$0.82	\$48,908.78
3	504 - Other amusement and recreation industries	\$24,056.28	\$74.96	\$168.56	\$24,299.80
4	409 - Retail - Clothing and clothing accessories stor...	\$7,098.60	\$2.13	\$279.38	\$7,380.11
5	469 - Management of companies and enterprises	\$0.00	\$6,623.46	\$565.97	\$7,189.42
6	412 - Retail - Miscellaneous store retailers	\$5,025.24	\$121.21	\$349.88	\$5,496.33
7	408 - Retail - Gasoline stores	\$4,252.87	\$18.16	\$207.68	\$4,478.71
8	511 - All other food and drinking places	\$0.00	\$3,712.08	\$623.78	\$4,335.86
9	483 - Offices of physicians	\$0.00	\$0.00	\$3,955.74	\$3,955.74
10	472 - Employment services	\$0.00	\$2,666.86	\$689.05	\$3,355.91
11	422 - Warehousing and storage	\$0.00	\$2,718.59	\$567.23	\$3,285.82
12	526 - Postal service	\$0.00	\$2,674.70	\$281.51	\$2,956.21
13	527 - Federal electric utilities	\$0.00	\$2,223.25	\$411.10	\$2,634.36
14	490 - Hospitals	\$0.00	\$0.00	\$2,388.96	\$2,388.96
15	447 - Other real estate	\$0.00	\$1,964.69	\$302.94	\$2,267.64
16	462 - Management consulting services	\$0.00	\$1,702.93	\$437.42	\$2,140.35
17	417 - Truck transportation	\$0.00	\$1,259.39	\$715.24	\$1,974.62
18	476 - Services to buildings	\$0.00	\$1,662.19	\$207.63	\$1,869.82
19	455 - Legal services	\$0.00	\$1,146.26	\$585.80	\$1,732.06
20	456 - Accounting, tax preparation, bookkeeping, an...	\$0.00	\$1,251.13	\$261.42	\$1,512.54
21	444 - Insurance carriers, except direct life	\$0.00	\$731.99	\$750.87	\$1,482.86
Totals		\$161,467.31	\$53,240.87	\$38,886.76	\$253,594.94

INDUSTRY IMPACT

	Impact	1 - Direct	2 - Indirect	3 - Induced	Total
	Industry Display	Output	Output	Output	Output
1	509 - Full-service restaurants	\$224,238.29	\$1,697.47	\$3,981.36	\$229,917.12
2	507 - Hotels and motels, including casino hotels	\$182,550.87	\$2.42	\$3.06	\$182,556.36
3	504 - Other amusement and recreation industries	\$51,008.13	\$158.95	\$357.42	\$51,524.50
4	447 - Other real estate	\$0.00	\$34,964.45	\$5,391.26	\$40,355.71
5	409 - Retail - Clothing and clothing accessories stor...	\$33,296.65	\$10.01	\$1,310.45	\$34,617.11
6	408 - Retail - Gasoline stores	\$20,699.25	\$88.41	\$1,010.80	\$21,798.46
7	449 - Owner-occupied dwellings	\$0.00	\$0.00	\$17,685.89	\$17,685.89
8	527 - Federal electric utilities	\$0.00	\$14,051.99	\$2,598.34	\$16,650.33
9	412 - Retail - Miscellaneous store retailers	\$14,304.04	\$345.01	\$995.92	\$15,644.97
10	469 - Management of companies and enterprises	\$0.00	\$12,607.57	\$1,077.30	\$13,684.87
11	444 - Insurance carriers, except direct life	\$0.00	\$5,645.14	\$5,790.76	\$11,435.89
12	511 - All other food and drinking places	\$0.00	\$9,256.40	\$1,555.45	\$10,811.85
13	472 - Employment services	\$0.00	\$7,836.17	\$2,024.66	\$9,860.83
14	490 - Hospitals	\$0.00	\$0.00	\$6,670.95	\$6,670.95
15	483 - Offices of physicians	\$0.00	\$0.00	\$6,553.55	\$6,553.55
16	510 - Limited-service restaurants	\$0.00	\$870.22	\$5,326.17	\$6,196.40
17	476 - Services to buildings	\$0.00	\$5,501.64	\$687.23	\$6,188.87
18	431 - Radio and television broadcasting	\$0.00	\$5,559.34	\$622.75	\$6,182.09
19	422 - Warehousing and storage	\$0.00	\$5,111.00	\$1,066.41	\$6,177.42
20	455 - Legal services	\$0.00	\$3,449.89	\$1,763.07	\$5,212.96
21	417 - Truck transportation	\$0.00	\$3,112.81	\$1,767.83	\$4,880.65
22	465 - Advertising, public relations, and related servi...	\$0.00	\$4,335.15	\$540.34	\$4,875.49
Totals		\$526,097.24	\$193,688.07	\$140,046.17	\$859,831.48

The table above details which particular industries are most impacted by the Chattanooga Marathon

PARTICIPANT DATA

MARATHON PARTICIPANTS

258

1/2 MARATHON PARTICIPANTS

797

5K PARTICIPANTS

662

53%

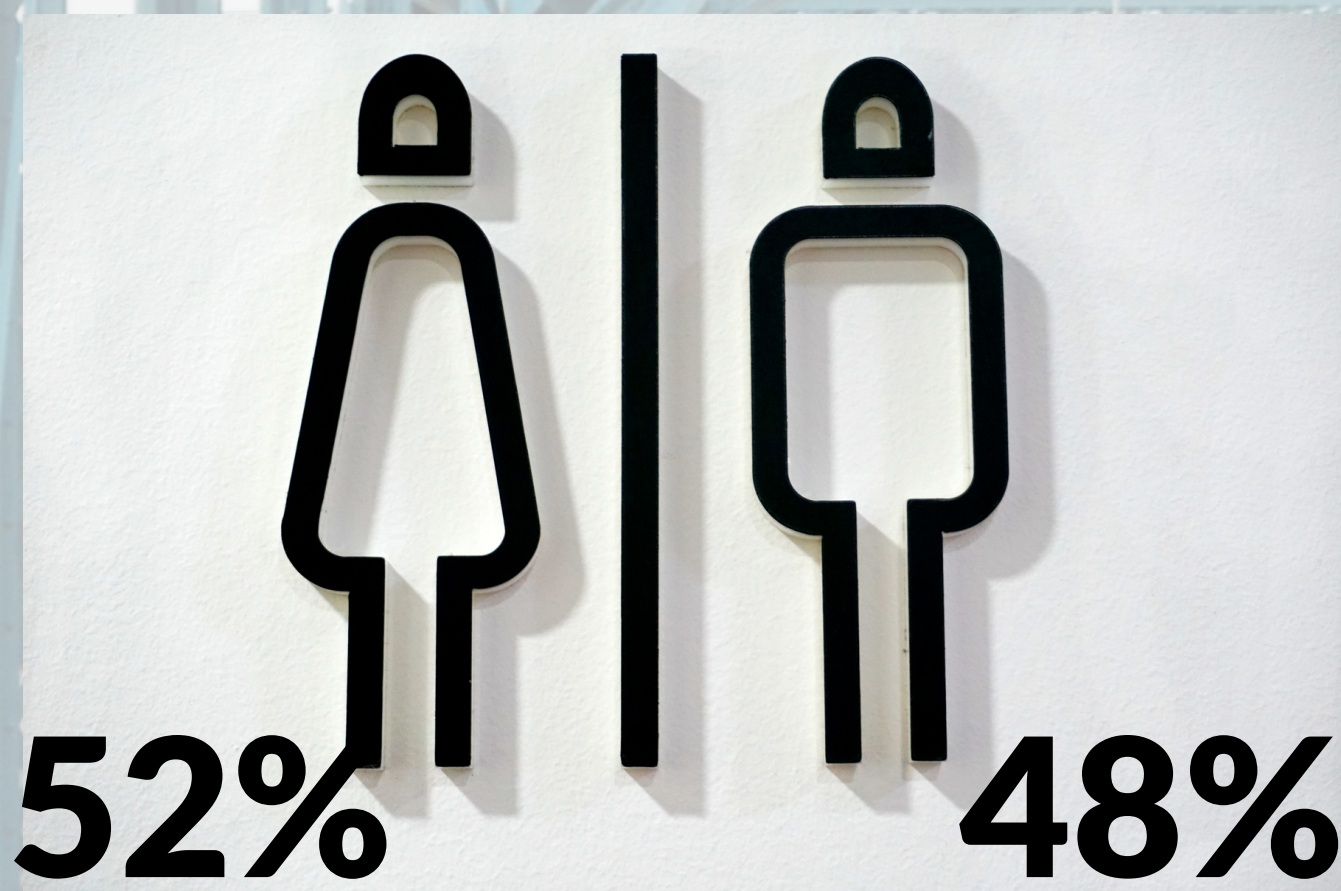
of race participants
were visitors to
Chattanooga

1.25

Represents the average
number of days spent in
Chattanooga

2.25

Represents the average
travel group size



42.32

AVERAGE AGE

HOUSEHOLD INCOME

60%

Report a household
income exceeding
\$100,000

LODGING TYPE

	%
Hotel	44%
Friend's House	16%
Home Rental (i.e., Airbnb)	12%
Hostel	2%
Camping	3%
Did not stay overnight	24%

The background of the entire image is a photograph of the Chattanooga Choo-choo Bridge, a large steel truss bridge with a blue-grey finish. The perspective is from the bridge deck, looking down its length towards the horizon. The bridge's complex steel structure, including vertical supports and diagonal bracing, is clearly visible. Several white, bell-shaped light fixtures hang from the bridge's framework. In the distance, a few people can be seen walking on the bridge deck, and the city of Chattanooga is visible in the background under a clear sky.

PARTICIPANT SATISFACTION

*83% OF PARTICIPANTS
WOULD RECOMMEND THE
RACE TO A FRIEND*

*71 % OF PARTICIPANTS
WANT TO COME BACK TO
CHATTANOOGA TO COMPETE
IN ANOTHER EVENT*

*72% OF PARTICIPANTS
EXPRESSED A DESIRE TO
RETURN TO CHATTANOOGA
FOR VACATION*

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THE UNIVERSITY OF TENNESSEE
CHATTANOOGA
TOURISM CENTER