

RunCzech generates over 36 million Euros a year to the Czech economy

It is well-known that the running events, which are ceased at the moment due to the COVID-19, have social and health benefits. But they also leave their mark on the economy. Just last year RunCzech races generated over 36 million Euros (925 million Czech Crowns) for the Czech economy, according to an analysis conducted by CzechTourism.

Large sporting events are frequently honoured for their capacity to generate significant economic benefits to the host destination. RunCzech races held in different regions around the Czech Republic encourage both visitors from the country as well as from abroad to flock to the location. This has a positive impact on the tourist statistics of the city and region where the event is being held. All the events take place in attractive locations, whereby a portion of the participants decide to extend their stay there to get to know the place. Sporting events raise awareness of the hosting cities as well as promote the development of the region and its economy.

Working in collaboration with CzechTourism, RunCzech has calculated the economic impact of its events. Nine races in six Czech cities delivered in 2019 over 36 million Euros to the country's economy. RunCzech events also have a positive impact on small to medium sized businesses. The elevated visitor levels to the venue result in increased supply and demand for goods and services. This predominantly concerns the travel industry, providers of accommodation and culinary services as well as sports gear retailers. Increased consumption leads to additional investment and income for other business entities and thus to a multiplication of funds initiated by increased consumption.

Last year, four races took place in Prague: the Sportisimo Prague Half Marathon, the Volkswagen Prague Marathon, the O2 Prague Relay and the Birell Prague Grand Prix. 46 900 runners took part in total, which when combined with those they travelled to the destination with, amounts to 142 800 (according to the survey, each participant is accompanied by two to three close friends or family members). Over the course of one event, their average consumption amounts to 81,3 Euro, which together with fundamental costs for the event organisation (entries included) comes to 13 803 922 Euros of initiated consumption. We need to count also the direct revenues for public budgets (tax payments, accommodation fees, etc.) amounting to 5 647 059 Euros, as well as the irreplaceable indirect revenues for public budgets (benefits that would not have been possible without the RunCzech races), amounting to 3 882 353 Euros. The RunCzech races have provided 336 full-time job opportunities in Prague.

A total of five races take place outside of Prague: the Mattoni half marathons in Karlovy Vary, České Budějovice, Olomouc and Ústí nad Labem as well as the latest RunCzech baby the Mattoni Liberec Nature Run. The regional races have welcomed 36 000 runners, and together with fans - 105 200 visitors. Average consumption is lower than Prague in these instances, amounting to 34,5 Euros per race day, totalling with fundamental costs 4 588 235 Euros in initiated consumption. Revenues for public budgets amounted to 1 882 353 Euros with irreplaceable indirect revenues for public budgets amounting to 705 882 Euros. 112 work opportunities were



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created in the regions. The overall amount generated for Prague and the regions combined amounts to 18 392 157 Euros. When applied the multiplier factor the overall economic impact comes to 36 274 510 Euros.

But it's not only about that. Let's take a look at the unquantifiable impact. RunCzech primarily supports sport and healthy living. "RunCzech races help motivate the general public. More advanced runners look to elite athletes for inspiration and are encouraged to enhance their own personal records. The Junior Marathon meanwhile helps train youngsters. The dm Family Runs appeal to entire families from the area. The accompanying programme is attended by locals who may not be runners themselves but who are drawn to a social aspect of the event such as attending a concert. The attractiveness of RunCzech races builds on the reputation of the event venue and serves to promote it, thus increasing the general popularity of individual cities. Increasing prestige also has a positive knock-on effect on the inflow of investment, while an increase in interest to visit these attractions and to stay in individual cities over the long term can also be expected," president of the RunCzech organising committee Carlo Capalbo reveals.



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