



BANK OF AMERICA 

128TH BOSTON MARATHON PRESENTED BY BANK OF AMERICA

ECONOMIC IMPACT

The **Boston Athletic Association** organizes and holds one of the most iconic road races in the world: the Boston Marathon. This event attracts thousands of participants along with their friends and family, spectators, event staff, and volunteers. The marathon provides a showcase event for the city and creates economic opportunities for businesses throughout the region.

\$ 509,100,000

IN STATE & LOCAL ECONOMIC ACTIVITY DURING BOSTON MARATHON WEEKEND

\$71,900,000

IN CHARITY IMPACT THROUGH THE BANK OF AMERICA
BOSTON MARATHON OFFICIAL CHARITY PROGRAM

34,000+

PARTICIPANTS

2,900

JOBS

\$206.8M

LABOR INCOME

\$330.5M

GROSS PRODUCT



69%

Participants traveled to Boston



30%

Visited from a foreign country



87%

Went out for food & drink



51%

Participants from outside of New England



68%

Participants stayed in hotels



77%

Spectators supported a friend

\$429

Median nightly rate of visitors staying in Boston

3

Median number of nights stayed for Boston Marathon visitors

\$500

Median spend of visitors staying in Boston

MB Meet BOSTON



128TH BOSTON MARATHON®



UMassAmherst

Donahue Institute
Economic and
Public Policy Research

Data collected by MeetBoston, The Boston Athletic Association, and UMass Donahue Institute via participant and spectator surveys