












ECONOMIC IMPACT ASSESSMENT SUMMARY

2015 Tamarack Ottawa Race Weekend generated \$34.4 million in economic activity for Ontario

The Tamarack Ottawa Race Weekend is the largest running weekend in Canada and one of the largest annually occurring events in the National Capital. The 2015 edition (May 23-24, 2015) was the largest in the event's history, attracting a total of 49,439 participants, a growth of 2,000 runners over the previous year, and generating \$34.4 million in economic impact for the province of Ontario.

Using an email survey distributed to 8,900 participants, the Canadian Sport Tourism Alliance determined that 38,200 participants and spectators attended the event from outside of the National Capital Region, of which 87% spent one or more nights in Ottawa. An economic impact analysis showed that together, visitor and operational spending reached \$15.1 million, supporting a total of \$34.4 in economic activity in the province, and \$23.1 million for the City of Ottawa.

The numbers:

 49,439 participants	 \$323 average spending per person	 \$7.7 million in taxes
 38,200 visitors from outside the National Capital Region	 253 jobs supported in Ontario	 \$34.4 million economic impact for the Province of Ontario
 87% of visitors stayed 1 or more nights	 \$10.5 million in salaries	 \$23.1 million economic impact for the City of Ottawa

For more information, please visit: canadiansporttourism.com

