

April 19, 2010

Honorable Mayor Jerry Sanders  
City of San Diego  
City Administration Building  
11th Floor, 202 C Street  
San Diego, California 92101

Re: Rock 'n' Roll San Diego Marathon

Dear Mayor Sanders,

Competitor Group Inc. (CGI), owner and operator of the Rock 'n' Roll San Diego Marathon & Half Marathon, has been working diligently to re-establish the prominence of this globally recognized event since acquiring the race in December 2007. Accordingly, we have redesigned the course, added a half marathon to the event and renewed our long-standing partnership with Leukemia & Lymphoma Society as our official charity partner. As a result of CGI's efforts, and with the support of the City's Staff, this year's race has sold out with a record 30,000 runners, a 50% increase over the average field size in the 10-year history of the race.

The investment and planning necessary to market, recruit, staff, and protect our position in the competitive national landscape is substantial. Providing our participants, primarily visiting tourist runners, a world-class experience is the key to driving the economic impact and recurring success of this event.

In consideration of CGI's overall investment and the need to secure the convention center for our two-day Health & Fitness Expo, contracts with local hoteliers and execute long-term partnership agreements, such as our finish line contract with SeaWorld, and in conjunction with our partnership with the City of San Diego, CGI respectfully requests the City grant us the exclusive designation as the official marathon, protecting our market position and course route for a period of ten years.

We expect this year's race to generate in excess of \$40 million in economic impact, including 28,000 room nights, and raise in excess of \$11 million for Leukemia & Lymphoma Society. As you are aware, the Rock 'n' Roll Marathon started in San Diego in 1998 and now is showcased in 14 markets across the country delivering over 350,000 runners. Competitor Group is headquartered in San Diego and employing in excess of 180 employees. Our mission is to showcase San Diego through this premiere event and our goal is to formalize our mutually beneficial long term partnership in the form of a contract.

Thank you for your consideration.

Sincerely,

Peter Englehart  
Chief Executive Officer

**COMPETITOR GROUP, INC.  
EVENT AND PROMOTION AGREEMENT**

THIS EVENT AND PROMOTION AGREEMENT (the "**Agreement**") is made as of \_\_\_\_\_, 2010, by and between **COMPETITOR GROUP, INC.**, a Delaware corporation ("**CGI**"), and the **CITY OF SAN DIEGO** ("**Host City**"). CGI and Host City are referred to in this Agreement together as the "**Parties**" and individually as a "**Party**."

**RECITALS**

**A.** CGI is an endurance event and media company, in particular marketing and producing the Rock 'n' Roll Marathon Series in cities all across the United States that attracts tens of thousands of visitors. The Rock 'n' Roll Marathon originated in the City of San Diego and has been run annually since 1998. CGI is headquartered in San Diego and employs over 150 people locally.

**B.** The City of San Diego has received substantial economic impact from the Rock 'n' Roll Marathon, including employment of its residents, enhanced fitness of its citizens, and national recognition as host of a premier running event.

**C.** The Parties are interested in entering into a long term commitment for the Rock 'n' Roll San Diego Marathon & Half Marathon and associated health and fitness expos to be held in the City of San Diego (the "**Events**") in order to continue the mutual benefits of the Events.

**THEREFORE**, in consideration of their mutual promises and obligations in this Agreement, the Parties agree as follows:

**AGREEMENT**

**1. CGI OBLIGATIONS.** CGI will undertake the obligations described in **Exhibit A** (collectively, the "**CGI Obligations**"), during the Term of this Agreement.

**2. HOST CITY OBLIGATIONS.** In exchange for the performance of the CGI Obligations, Host City will undertake the obligations described in **Exhibit B** during the Term of this Agreement.

**3. PROMOTION; NAME OF EVENT.** The name "San Diego" will be included in the Event logos and title of the Event including in all printed and promotional material produced by CGI. The name of each Event will be "Rock 'n' Roll San Diego Marathon & Half Marathon," although CGI may utilize the names of title or presenting sponsors or charities to precede or follow the name of the Event.

**4. TERM; TERMINATION; SURVIVAL.** This Agreement is effective when signed by the Parties and has an initial term of ten years and ninety days from the first Event date shown on Exhibit A. This Agreement is renewable for one or more additional terms upon the mutual agreement of the Parties (each an "**Extension Term**"). This Agreement can only be terminated by the mutual written agreement of the Parties. The following provisions will survive termination of this Agreement: Sections 5, 6, 7, 8, 9 and 10.

**5. EXCLUSIVITY.** During the term of this Agreement (including any Extension Term) and for a period of 450 days immediately following the last Event held under this Agreement, Host City agrees that it will not, without CGI's prior written consent, (a) enter into any agreement, understanding or contract for a distance running event in the City of San Diego or its vicinity to be held during the 90 days prior to or the 90 days after the date of any Event or the one-year anniversary of the last Event held pursuant to this Agreement, if applicable, (b) enter into any agreement, understanding or contract with any current or past sponsors of the Rock 'n' Roll San Diego Marathon & Half Marathon for, or in connection with, a distance running event in the City of San Diego or its vicinity or (c) enter into any agreement related to, or grant any permits for, an endurance event in the City of San Diego or its vicinity with the same start or finish line as the Rock 'n' Roll San Diego Marathon & Half Marathon, or a course design all or some of which is the same or similar to the course design for the Rock 'n'

Roll San Diego Marathon & Half Marathon.

**6. NO PARTNERSHIP/JOINT VENTURE.** No relationship of employer/employee, partnership, joint venture or agency is created by this Agreement. No Party is the agent of the other Party and neither Party is authorized to make any representation, contract, or commitment on behalf of the other Party. CGI is acting as an independent contractor.

**7. MUTUAL INDEMNIFICATION.** Each Party (an "**Indemnifying Party**") agrees to indemnify, defend and hold harmless the other Party (an "**Indemnified Party**"), its employees, directors, agents, representatives and any affiliated organizations against any and all third party claims, judgments, fees, demands, settlements and expenses (including reasonable attorneys' fees) that are the result of such Indemnifying Party's (or its agents'), willful misconduct or gross negligence, provided that the Indemnified Party promptly notifies the Indemnifying Party in writing of the claim, cooperates with the Indemnifying Party, and allows such Indemnifying Party sole authority to control the defense and settlement of such claim.

**8. INTELLECTUAL PROPERTY OWNERSHIP.** All present and future rights, title and interest to intellectual property of CGI and its affiliates, including without limitation the rights to the name "Rock 'n' Roll San Diego Marathon & Half Marathon" and all variations of that name, are and will remain the sole and exclusive property of CGI. Nothing in this Agreement is a license of any intellectual property of CGI or its affiliates to Host City.

**9. CONFIDENTIAL AGREEMENT.** The provisions of this Agreement (including all Exhibits) will be held in strictest confidence by each of the Parties and will not be publicized or disclosed in any manner; *provided, however*, that: (a) the Parties may disclose this Agreement in confidence to their respective affiliates, attorneys, accountants, auditors, tax preparers, and financial advisors and (b) the Parties may disclose this Agreement as necessary to enforce its terms or as otherwise required by law.

**10. GENERAL PROVISIONS.**

**10.1 Power and Authority.** The Parties represent and warrant that their representatives have the requisite power and authority to enter into and perform all of their respective obligations under this Agreement and further warrant that this Agreement has been duly and validly executed and delivered to the other Party and constitutes a legal, valid, binding and enforceable obligation of such Party.

**10.2 Impossibility/Commercial Impracticability/ Force Majeure.** In connection with its normal race operating procedures, CGI coordinates event operations with local police, fire, public safety, and emergency service organizations. CGI will use commercially reasonable efforts to ensure occurrence of the Events, including (as practical and possible) delaying starting times, modifying course and distances, or postponing the Events. CGI is not liable for failing or delaying performance of any obligation under this Agreement if the performance is rendered impossible or commercially impracticable by a force or forces beyond CGI's control. Such forces include, but are not limited to: fire, flood, riot, earthquake, civil commotion, pandemic, disease, strike, lockout, labor disturbances, explosion, sabotage, accident, war, Act of God, or any law (including ordinances, rules or regulations) which becomes effective after the date of this Agreement. Further, Host City waives any claim of damages or other compensation for such delay or failure to perform.

**10.3 Governing Law.** This Agreement will be governed and construed in accordance with the laws of the State of California.

**10.4 Severability.** In case any one or more of the provisions contained in this Agreement is, for any reason, determined by a court to be invalid, illegal, or unenforceable, that determination will not affect the other provisions of this Agreement, and this Agreement will be construed as if such provision had never been included. In addition, if any provision contained in this Agreement is for any reason determined by a court to

be excessively broad as to duration, geographical scope, activity, or subject, it will be construed by limiting it to be enforceable to the extent allowed by applicable law.

**10.5 Assignment.** This Agreement is binding upon the Parties and their successors and permitted assigns. CGI may assign this Agreement, including in connection with the sale or divestiture of any part of its business.

**10.6 No Third Party Beneficiaries.** This Agreement is solely for the benefit of the Parties and does not create rights in other parties. No third party may enforce the terms and conditions of this Agreement.

**10.7 Limitation of Liability.** In no event will either Party be liable to the other Party for any consequential, incidental, indirect or punitive damages arising out of or in relation to this Agreement.

**10.8 Entire Agreement.** This Agreement is the final, complete, and exclusive agreement of the Parties and supersedes all prior discussions, understandings and agreements between the Parties. No modification of or amendment to this Agreement, nor any waiver of any rights under this Agreement, will be effective unless in writing and signed by both Parties.

The Parties have caused this **EVENT AND PROMOTION AGREEMENT** to be executed by their duly authorized representatives as of the date first set forth above.

**COMPETITOR GROUP, INC.**

By: \_\_\_\_\_  
Name: Peter Englehart  
Title: Chief Executive Officer  
  
Address: 9477 Waples Street, Suite 150  
San Diego, CA 92121

**CITY OF SAN DIEGO**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## EXHIBIT A

### CGI OBLIGATIONS

CGI will produce, stage, market, promote and implement:

- A marathon and half marathon in the City of San Diego on the first Sunday after Memorial Day each year during the Term of the Agreement, starting in 2011.
- An associated two-day Health and Fitness Expo (the “**Expo**”) at an appropriate location in the City of San Diego, to be determined by CGI.

Event Dates:

- a) The initial Event after the date of this Agreement is scheduled for June 3 – 5, 2011.
- b) Subsequent Events are scheduled for the following dates:
  - June 1 – 3, 2012
  - May 31 – June 2, 2013
  - May 30 – June 1, 2014
  - May 29 – 31, 2015
  - June 3 – 5, 2016
  - June 2 – 4, 2017
  - June 1 – 3, 2018
  - May 31 – June 2, 2019
  - May 30 – June 1, 2020

CGI reserves the right to change the event date as it deems necessary (considering factors which may include experience and competitive conditions), if it believes that such change will result in increased Event participants.

Event Details:

- a) The initial Event after the date of this Agreement will consist of a marathon and half marathon.
- b) Additional Event activities (such as a bike ride, children’s races, 5k) may be added at CGI’s discretion.

Advertising and Marketing:

- a) CGI will include the “Rock ‘n Roll San Diego Marathon & Half Marathon” in series-wide advertising and individual advertisements in multiple formats including:
  - print advertising
  - online advertising
  - expo booths
  - other promotional material and activities.
- b) Such marketing and advertising may be in properties controlled by CGI (such as Competitor Magazine) or third parties (such as Runner’s World magazine), as well as international advertising support in various race programs and international running magazines.
- c) The estimated advertising value for CGI properties is \$30,000 per page in Competitor Magazine, \$4,000 per page in other CGI print titles, and \$12.00 CPM for online advertising. The estimated advertising value for Runner’s World magazine is \$50,000 per page.

## EXHIBIT B

- I. Marketing and Promotion: For each Event, Host City shall use reasonable efforts to do the following:
  - Reserve street light banner positioning in and around the City of San Diego for the four weeks leading up to the Event for use by CGI.
  - Provide CGI with assistance in promoting the Event in the local area, including electronic, print and web-based media promotion;
  - Provide CGI with assistance in generating national, regional and local media coverage of the Event;
  - Provide CGI with assistance in securing an appropriate location in the City of San Diego to hold the Expo at favorable rental or usage rates;
  - Provide CGI with assistance in facilitating the coordination of local hotel needs and favorable room rates including rebates paid directly to CGI; and
  - Work with CGI to integrate the Event into Host City's existing media plan.
- II. Host City will provide applicable Event permits, coordinate the race route and coordinate public safety for the Event.
- III. Host City agrees that any fees charged to CGI for city services for any Event (including police, security, sanitation and the like) will be no less favorable than the rate it charges other commercial entities for such services in the same year as the Event.

# 2010 Rock 'n' Roll San Diego Marathon & ½ Marathon Economic Impact Report



Prepared by:

Scott Minto, Director, Sports MBA Program  
San Diego State University

## Executive Summary

<b>TOTAL ECONOMIC IMPACT</b>	<b>\$54,229,727</b>
<b>DIRECT SPENDING</b>	<b>\$34,048,054</b>
<b>INDIRECT/INDUCED IMPACT</b>	<b>\$20,181,673</b>
<b>TAXES &amp; FEES GENERATED</b>	<b>\$3,136,377</b>
<b>HOTEL ROOM NIGHTS</b>	<b>41,766</b>
<b>OUT-OF-TOWN VISITORS</b>	<b>37,463</b>



# Table of Contents

<b>Executive Summary</b>	<b>2</b>
<b>1. Introduction</b>	
1.1 Background of the project	4
1.2 Objectives	4
1.3 Scope	4
<b>2. Methodology</b>	<b>5</b>
2.1 Survey method	5
2.2 Analysis method	6
<b>3. Economic Impact Findings</b>	<b>7</b>
3.1 Total Economic Impact	7
3.2 Total Accommodation Contribution	7
3.3 Daily Expenditures by Out-of-Town Visitors	8
3.4 Rental car expenditures	9
3.5 Health & Fitness Expo Spending	9
3.6 Taxes Generated by Event-Related Spending	10
3.7 In-town spending by media, sponsors, vendors. et al	11
3.8 Indirect and Induced Economic Impact	11
<b>4. Detailed Hotel Information</b>	<b>13</b>
4.1 Average Hotel Cost	13
4.2 Room Nights Calculation	14
4.3 Hotel Selection	15
4.4 Hotel Booking Method & Arrival/Departure Dates	16
<b>5. Other Relevant Findings</b>	<b>17</b>
5.1 Travel Party Size	17
5.2 Runner Satisfaction	18
5.3 Why San Diego?	19
5.4 Demographic Information	20
<b>6. Appendix</b>	<b>21</b>
6.1 Appendix 1: Sample Survey Form	21



# 1. Introduction

## 1.1 Background of the Project

On June 6, 2010, the city of San Diego hosted the Rock 'n' Roll San Diego Marathon and ½ Marathon. The event was organized by the San Diego based Competitor Group Inc., and was the thirteenth running of the marathon and the inaugural half marathon in the organization's popular Rock 'n' Roll series held in San Diego. This year's event benefited the Leukemia & Lymphoma Society. Next year will mark the fourteenth annual Rock 'n' Roll San Diego Marathon and ½ Marathon, which will take place on June 5<sup>th</sup>, 2011.

The race course began in Balboa Park, through downtown San Diego, passing through PETCO Park, home of the San Diego Padres, then on to Mission Valley and Fiesta Island and finishing at Sea World. The Finish Line Festival featured music acts Flock of 80's and Big Bad Voodoo Daddy. In total, over 26,000 runners enjoyed the day's festivities along with thousands of spectators, fans, and well-wishers lining the course route.

## 1.2 Objectives

This report aims to provide an accurate assessment of the financial gain realized by the greater San Diego region as a result of hosting the 2010 iteration of this annual event. The following pages outline the overall economic impact of the Rock 'n' Roll San Diego Marathon & ½ Marathon on the city of San Diego and San Diego County from the race on June 6, 2010 and the associated Health & Fitness Expo, which took place on June 5-6, 2010 at the San Diego Convention Center.

The primary sources of economic impact are funds spent by tourists who live outside of San Diego County and visited the region specifically for the event. The money these visitors spent within San Diego County is totaled, including accommodation expenses, daily expenditures, and other purchases. For spending at the Health & Fitness Expo, only race-related spending on purchases with locally based vendors is calculated toward the total economic impact. This report aims to quantify the aggregate amount of these stimuli and estimate the sum of the direct spending in the economy, associated tax-related benefits, and the indirect and induced impact generated by marathon participants and spectators.

## 1.3 Scope

This report examines the economic impact to the various stakeholders associated with Competitor Group Inc. including local and state government, sponsors, investors, and the general public.



## 2. Methodology

### 2.1 Survey methodology

To obtain the data necessary generate figures for total economic impact, SDSU Sports MBA and Competitor Group Inc. developed a comprehensive post-race survey for race participants. The survey asked respondents to provide demographic information, quantify race weekend spending, list motivating factors for participation in the race, and rate their satisfaction with the event.

Competitor Group Inc. sent out the survey via surveygizmo.com, notified participants via email, and collected responses from June 9 until June 18, 2010. Once the response window was closed, all data was provided to SDSU Sports MBA. In total, survey information was collected from 7,505 total respondents.

The survey was divided into four categories, as follows:

- 1) Questions related to Travel, Accommodation, and Expenses
- 2) Questions related to Health & Fitness Expo
- 3) Questions related to Personal Motivation
- 4) Questions related to Demographic Information

For the purposes of this report, accommodation and travel costs were thoroughly examined along with spending habits to provide the data necessary to calculate the event's economic impact on the region.

The sample utilized for the data consisted of the responses from 7,505 individuals. The entire sample size used for calculating the economic impact of this event is not the 29,858 total registrants, as a percentage of those individuals fail to show up for the race. The total number race bibs picked up before the race ("pickups") of 26,362 is a more accurate assessment of the number of race participants.



## 2.2 Analysis method

Once the data from the sample size of 7,505 respondents was collected in Excel (.XLS) format, various quantitative and qualitative categories were analyzed within the sample. These results were then extrapolated to the entire population of runners using the total “pickup” number of 26,362 provided by Competitor Group Inc.

By comparing the trends and percentages within the sample size of 7,505, SDSU Sports MBA was able to generate accurate and reliable estimates for the results for the entire population. For percentage estimates of categories listed in the tables in sections 3, 4, and 5, these estimates are deemed to be accurate to within  $\pm 0.5\%$  with 95% confidence. For any dollar estimates related to the total economic impact of the race, these estimates are deemed to be accurate to within approximately  $\pm 3\%$  with 95% confidence.

All estimates are dependent on the reliability of the self-reported data from the respondents in the survey. Past experience with this type of survey have resulted in errors from individual overreporting and underreporting information to approximately cancel out.



### 3. Economic impact Findings

The findings reported below are based on the sample data collected from 7,505 respondents and applied to the entire runner population of 26,362 individuals.

#### 3.1 Total Economic Impact

The total economic impact of the 2010 Rock 'n' Roll San Diego Marathon and ½ Marathon is estimated to be:

**\$54,229,727**

This figure includes:

- Accommodation Expenses (hotel and other lodging)
- Daily Expenditures by Out-of-Town Visitors
- Rental car expenditures
- Total Spending at Health & Fitness Expo Going to Local Vendors
- In-Town Spending by Competitor Group Inc. and Visiting Media, Sponsors, and Vendors
- Indirect and Induced Economic Impact

#### 3.2 Total Accommodation Contribution

**Total Amount Spent on Accommodation by Out-of-Town Visitors:**

**\$7,138,687**

**(This amount does not include sales and hotel taxes. Spending with taxes was \$8,035,632)**

Calculation:

The Total Lodging Spend is calculated by multiplying the total number of room nights (41,766) by the average reported cost per room per night (\$164.74). Further information on hotel and accommodation spending and other lodging details can be found in section 4 of this report.



- **Hotel Spending from Out-of-Town Participants:**  
\$6,880,587
- **Rental House/Apartment Spending from Out-of-Town Participants:**  
\$258,101

### 3.3 Daily Expenditures by Out-of-Town Visitors on Daily Expenses

#### Total Daily Expenditures by Out-of-Town Visitors:

**\$22,729,936**

**(not including 8.75% tax rate)**

For an event like the 2010 Rock 'n' Roll San Diego Marathon & ½ Marathon, the expenditures of out-of-town visitors to the San Diego region were explored in detail to determine the amount of funds contributed to the local economy from elsewhere.

Calculation:

The \$22,729,936 figure was calculated by multiplying the total amount spent on per visitor/per day on the above categories (\$187.45) by the total number of visitors (37,463) and by the average number of days stayed in San Diego County (3.52).

#### **Average spending per day per person: \$187.45 (including taxes)**

The categories of spending included the following (all including taxes):

- Dining, Groceries, and Beverage (including alcohol): Average per person per day: **\$67.91**
- Shopping and Souvenirs: Average per person per day: **\$61.60**  
*Shopping is defined as purchases of souvenirs, clothing, jewelry, electronics etc.*
- Entertainment and Attractions: Average per person per day: **\$33.02**  
*Entertainment is defined as live shows, exhibits, tours, events, clubs, nightlife, and adult entertainment*
- Ground Transportation: Average per person per day: **\$24.92**  
*Ground transportation is defined as money spent on taxis, gasoline, public transit, parking, etc.*



### 3.4 Rental Car Expenditures

**\$201,378**

**(not including 8.75% tax rate and other fees)**

Calculation:

With only 19.6% of visitors renting cars, the total rental car spend was calculated by multiplying the reported total spend on car rental (\$167.51) by the total number of parties renting a car (1,685).

### 3.5 Health & Fitness Expo

**Total Spending at Expo:**

**\$1,380,273**

**Local Economic Impact of Expo Spending with Local Vendors (35.29% of all vendors):**

**\$201,148 (not including 8.75% sales tax)**

**Tax Revenue Collected from Expo:**

**\$81,547**

**Total Economic Impact of Health & Fitness Expo:**

**\$301,982 (local spending + sales tax on all items sold)**

Unlike daily expenditures on food, transportation, entertainment, et al, which are assumed to be spent entirely with local businesses and thus contributing to the San Diego area economy, the amount of spending at the Health & Fitness Expo includes purchases made with Competitor Group Inc. and other out-of-town vendors.

The amount of Health & Fitness Expo spending that can be included in the total economic impact of the event must exclude Rock 'n' Roll Marathon merchandise (for which CGI, Inc. retains profits) and merchandise sold by visiting vendors, whose sales do not impact the local economy. For the 2010 Rock 'n' Roll San Diego Marathon & 1/2 Marathon Health & Fitness Expo, the total amount of spending attributed to locally based vendors (excluding taxes) amounted to **\$201,148**.



### 3.6 Taxes Generated by Event-Related Spending

#### Total Taxes and Fees Collected for Event-Related Spending:

\$3,136,377

- **Sales tax collected from out-of-town visitors (from daily spending and Expo):**  
\$2,070,416
- **Lodging tax collected from out-of-town visitors:**  
\$896,945  
(This amount is based on a hotel tax rate of 12.5%, applied to hotels, motels, resorts, and other rental properties.)
- **Taxes and fees collected from rental car transactions:**  
\$80,865  
This amount is based on a customer transportation charge of \$2.20 per day, a facility charge of \$4.00 per day, a vehicle license cost recovery fee of \$1.70 per day, an airport concession recovery fee (11.11%), a Euless Sports Venue tax (5%), and a motor vehicle rental tax of 12.3%.
- **Airport Fees (Passenger Facility Charge) of \$4.50 per air traveler:**  
\$88,152

### 3.7 In town spending by Media, Sponsors and Visiting Vendors

#### Total local expenditures by Media, Sponsors and Visiting Vendors:

\$640,527

This number includes:

- Local COGS
- Local printing
- Local advertising
- Local Exhibit Costs
- Drayage
- Local Temporary Staff Hires
- Miscellaneous Local Spending



### 3.8 Indirect and Induced Economic Impact

#### Total Indirect and Induced Economic Impact:

**\$20,181,673**

#### Indirect Economic Impact:

**\$8,966,726**

- The indirect economic impact is an estimate of the total value of services and supplies necessary to support the tourism-related businesses that served out-of-town visitors for the event. For example, restaurants must purchase additional food from local suppliers to replace inventory used by visitors.

#### Induced Economic Impact:

**\$11,214,947**

- The induced economic impact is an estimate of the labor income generated by event-related spending. It is the amount spent by people employed at all levels affected by the direct and indirect spending on goods and services within the local region.

These figures were calculated using the IMPLAN Professional 3.0 economic impact assessment software system. The IMPLAN Input-Output model measures the impact of spending generated by the 2010 Rock 'n' Roll San Diego Marathon & ½ Marathon on inter-industry relationships in the San Diego area. This model uses multipliers to measure the ripple-effect of marathon visitor spending as it cycles through various industries in the economy.

The following direct economic spending figures were input into the multiplier model using the IMPLAN Data File for San Diego, California. Visitor and Competitor Group Inc spending in the region were categorized into various input sectors of the San Diego County economy to produce these results. All figures included in the table below include local sales tax, all other associated taxes, such as hotel and rental car taxes, and any applicable fees.



\$8,955,210 – Food Services and Drinking Places

\$7,740,660 – Hotels and Motels

\$8,123,118 – Retail Stores

\$640,527 – Business Support Services

\$3,286,170 – Transit and Ground Passenger Transportation

\$282,243 – Automotive Equipment Rental and Leasing

\$294,972 – Other Lodging

\$88,152 – State and Local Transit Fees



## 4. Detailed Hotel Information

### 4.1 Average Hotel Costs

The following table represents the reported costs per hotel, motel, or resort (per room, per night), excluding taxes and fees. Among the runners surveyed who stayed in a hotel, motel, or resort, the average cost of lodging for per night was \$164.74, at an average of 3.13 room nights per visiting travel party.

Table 4.1 Average cost of hotel/motel/resort (per night)

Cost (\$)	Percentage
Under 50	2.39%
51-100	16.14%
101-150	28.41%
151-200	30.54%
201-250	13.11%
251-300	5.75%
301-350	1.55%
351-400	1.16%
401+	0.96%



## 4.2 Room Nights

### Total Room Nights Generated by Event:

**41,766**

One of the major economic drivers for any event is the number of hotel “room nights” generated for a city/county by a specific event. The 2010 Rock ‘n’ Roll San Diego participant survey specifically asked out-of-town visitors for the number of “room nights” they stayed in the San Diego region.

To determine the total number of room nights, both the average number of rooms per party/per night and the average length of a party’s stay in San Diego are needed. The survey results showed that runners’ travel parties utilized 1.94 rooms per night, and that each party stayed for an average of 3.13 nights in the San Diego area. The length of stay was calculated by asking each participant to specifically state when his/her travel party arrived (e.g., Friday evening) and as well as when the party departed San Diego.

The steps to calculate the total Room Nights is below:

*Table 4.2 Explanation of Room Night Calculation*

Calculation	Total
Total out-of-town (visiting) runners	17,800
% of runners staying in hotels	78.1%
Total runners in hotels	13,902
Total travel party spectators in hotels	6,150
Total non-travel party visiting spectators in hotels	4,858
Total hotel visitors	26,688
Average number of rooms per night per travel party	1.95
Average number of nights stayed per travel party	3.13
Average room nights per travel party	6.07
Average nights per person (Travel party nights/3.88 visitors per travel party)	1.57
Total Room Nights (Room nights per person* 26,688 total hotel visitors)	41,766



#### 4.4 Hotel Booking Method and Arrival/ Departure Dates

Table 4.4 Method of booking hotel

Booking Method	Percent	Room Nights
Through the hotel/motel/resort website	27.5%	11,490
Through travel website (expedia.com, hotels.com, etc)	23.1%	9,665
Through Rock 'n' Roll San Diego website	17.5%	7,297
Called the hotel etc. directly	15.9%	6,638
Travel Agency	4.0%	1,669
Other	12.0%	5,007

Table 4.5 Arrival and Departure Times

Arrival Time	Percent	Number of Visitors	Departure Time	Percent	Number of Visitors
Friday, 6/4	44.61%	16712	Monday, 6/7	45.27%	16960
Saturday, 6/5	38.49%	14420	Sunday, 6/6 (Race Day)	33.67%	12614
Thursday, 6/3	10.88%	4076	Tuesday, 6/8	10.73%	4020
Wednesday, 6/2	1.97%	738	Wednesday, 6/9	3.85%	1442
On or Before Sunday, 5/30	1.87%	701	Sunday 6/13	2.43%	910
Sunday, 6/6 (Race Day)	1.21%	453	Thursday, 6/10	1.47%	551
Tuesday, June 1	0.86%	322	After Sunday, 6/13	1.01%	378
Monday, 5/31	0.1%	16712	Friday, 6/11	0.86%	322

## 5. Other Relevant Findings



## 5.1 Travel Party Size

For out-of town visitors, spending for each member of the travel party was recorded, whether that person was a participant in the race, or a friend/family member who traveled to San Diego to watch the event. For the 2010 Rock 'n' Roll San Diego Marathon & ½ Marathon the mean travel party size was 3.88 visitors. The breakdown of party size is explained below:

*Table 5.1 Amount of members in travel party*

Travel Party Size	Percentage
1 (traveled alone)	12.77%
2	38.26%
3	14.54%
4	13.02%
5	6.63%
6	3.65%
More than 6	12.11%
<b>Avg. Travel Party</b>	<b>3.88 visitors</b>

### Time Switching:

Respondents were also asked if this particular trip to San Diego replaced another trip to San Diego they would have taken in June, regardless of the event. **93.2%** of respondents said that the event was the reason for their trip to San Diego in June, and that the event did not replace another planned trip.



### 5.3 Why San Diego?

The most commonly reported factor listed as a motivation for specifically choosing to participate in the 2010 Rock 'n' Roll San Diego Marathon & ½ Marathon was the destination city aspects of San Diego. 52.48% of respondents cited this as a motivating factor for registering for the race. Friends and family (48.01%), the reputation of the Rock 'n' Roll Marathon Series (45.60%), and the time of year (43.05%) were also significant motivating factors.

Table 5.4 Factors that influenced registration for Rock 'n' Roll San Diego

Motivating Factor	Percentage
Destination City/ Atmosphere	52.48%
Friends/ Family	48.01%
Rock 'N' Roll marathon reputation	45.60%
Time of Year	43.05%
Weather	37.26%
Event Reputation	28.09%
Course	26.54%
Charity Group	20.58%
Course Bands	12.26%
Trying to qualify for Boston	4.69%
Other	13.74%



## 5.4 Demographic Information

Table 5.5 Marital status of participants

Marital Status	Percentage
Married	52.47%
Single	43.31%
Domestic partnership	2.88%
Decline to state	1.34%

Table 5.6 Education level of participants

Education Level	Percentage
Doctorate degree	4.87%
Master's degree	25.27%
Bachelor's degree	44.06%
Associate's degree	10.92%
Professional degree	4.31%
High school diploma	10.57%

Table 5.7 Ethnicity of participants

Ethnicity	Percentage
Caucasian (non-Hispanic)	73.71%
Hispanic/ Latino	12.11%
Asian	6.39%
Multiracial	2.37%
African American	1.70%
Pacific Islander	1.52%
Native American	0.49%
Other	1.70%



