The 29th Annual Marine Corps Marathon™ Economic Contribution and Characteristics of Visitors and Local Spectators

Report

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International Institute of Tourism Studies
The George Washington University
Washington, DC 20052

Executive Summary

- A series of surveys were conducted of participants, spectators and sponsors of the 29th Annual Marine Corps Marathon™, October 31, 2004. Objectives were to estimate the economic contribution of visitors to the Washington, DC metropolitan area in conjunction with the event, to assess reactions to event exhibitors, and to determine the characteristics of visitors and local spectators.

- More than 76 thousand people came to the Washington DC metro area to watch or participate in the Marathon on October 31, 2004

- These visitors spent $19.6 million while in the D.C. area on food, lodging, entertainment, local transportation and retail purchases.

- These visitor expenditures generated more than $1.3 million in tax revenue for the area's state and local governments.

- Twenty-nine exhibitors at the Marathon Runner's Expo spent an additional $60 thousand attending the event.

- More than 67 thousand persons traveled to the Washington, DC area to run in the Marathon or to accompany a runner. These runner visitors spent an average of three nights in the area.

- Ninety-nine percent of these runner visitor parties spent one or more nights here, with nearly three-quarters of these staying in hotels or motels.

- Nearly two-thirds of the runner visitor parties stayed in Virginia, with one-quarter in the District of Columbia and the balance in Maryland.

- Virginia was the dominant recipient of runner visitor party spending, garnering almost two-thirds of the $17.5 million spent.

- This study estimated the Marathon was watched by 9 thousand spectators from out of the area who were not part of runner parties; ninety-percent of these were present primarily to watch the Marathon race.

- Marathon spectator visitor parties spent an average of 2.4 nights in the area, with 89 percent spending one night or more; two-thirds of the overnight spectator visitors stayed in hotels or motels, and more than half of these stayed in Virginia.

- Marathon spectator visitors spent $2.3 million while in the area, with one-half of this occurring in Virginia.

- Total Marathon-related visitor spending in 2004 was 65 percent higher than two years earlier, while the tax revenue generated grew 114 percent.

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Chapter 1: Introduction

The Marine Corps Marathon™ organization, a nonprofit organization headquartered in Quantico, Virginia, engaged the International Institute of Tourism Studies of The George Washington University to conduct a survey of participants in and spectators of the 29th Marine Corps Marathon™ in order to:

A. assess the economic contribution of Marathon runners and accompanying friends/families from outside the Area

B. assess the economic contribution of spectators from outside the Area:

C. assess the economic contribution of sponsors from outside the Area:

D. determine the characteristics of visitors and local spectators and their reaction to sponsor advertising and events.

Dr. Douglas C. Frechtling, Professor of Tourism Studies and Dr. Lisa Delpy Neirotti, Associate Professor of Tourism and Sport Management, both of the International Institute of Tourism Studies of The George Washington University, served as Principal Investigators for this study. This report presents the results of these surveys and its methodology. This report follows the previous IITS study, "The 27th Annual Marine Corps Marathon™ Economic Contribution and Characteristics of Visitors and Local Spectators" published in March 2003.

Definitions

The following terms are defined as used throughout this report.

Marine Corps Marathon™ – the race held on October 31, 2004 beginning near the Iwo Jima Memorial in Arlington, Virginia, at 8:30 a.m. following a route across Key Bridge, through Georgetown to Union Station, back across the 14th Street Bridge and ending at the Iwo Jima Memorial, a distance of 26 miles and 385 yards.

Washington, D.C. metropolitan area – comprises Washington, D.C., Northern Virginia and suburban Maryland counties

Runner visitor – person registered to run in the Marathon residing outside the Washington, D.C. metro area

Runner visitor party – a runner visitor plus those persons traveling with him/her on this visit.

C. To assess the economic contribution of sponsors from outside the Area, ten Marathon sponsors headquartered out of the Area reported expenditures while within the Area for lodging, meals, transportation, advertising, and similar activities related to the Marathon.

D. To determine the characteristics of visitors and local spectators and their spending, appropriate questions were posed to the samples of spectators.

Acknowledgements

The IITS is grateful to Mrs. Angela Huff, Business Manager of the Marine Corps Marathon™ for requesting our proposal and for securing its approval. Mrs. Huff also provided information and materials essential to the successful completion of this study.

The IITS also expresses its gratitude to the TSTD265 course students who carefully interviewed runners and spectators, recorded responses on the interview forms, and then keyed in the results in an SPSS database program. We especially appreciate the efforts of Ms. Lara Toscani in preparing the tabulations of the data, and Mr. Rodrigo Soares in assisting her.

Limitations

Since the results of this study were gathered through probability sampling, they are subject to sampling error. Chapter 5 Methodology presents the 95 percent confidence intervals for the data collected.

Resources only allowed us to survey a limited number of spectators at five locations along the Marathon route. It is possible that a larger number of completed interviews covering a greater portion of the Marathon route could have produced estimates different from the ones presented here.

For spectators residing within the Washington, DC metropolitan area

- Volume of spectators
- Reason for being in the area
- Awareness of the race
- Spending on Marathon-related merchandise
- Demographic/socio-economic characteristics: home ZIP code, gender, marital status, age, household income, and racial category.

Table 3.2: 2004 Marine Corps Marathon™ Visitor Economic Contribution to the Washington, DC Metro Area ($thousands)

Expenditure category	Expenditures	Tax revenue Generated
Lodging	$5,978	$615
Restaurant food & beverages	5,726	472
General retail purchases*	4,744	204
Entertainment & amusement	1,436	-
Gasoline & local transportation	1,495	34
Misc. services purchases	149	-
Total visitor expenditures	$19,591	$1,325

*Includes Marathon–related merchandise, grocery and misc. retail purchases
Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Exhibitor Economic Contribution

Table 3.3 shows the combined expenditures in the Washington, DC area by 29 companies headquartered outside the Washington, DC metropolitan area that exhibited at the Marine Corps Marathon™ Runners Expo. This is new spending injected into the area from outside and generates tax revenue for state and local governments. It is assumed here that all of this spending occurred in Virginia, the venue of the Runner's Expo and the start and finish of the race.

All told, the 29 exhibitors reported spending nearly $60 thousand in the Washington, DC area in conjunction their Marathon activities. This generated $3 thousand in additional tax revenue for Virginia State and local governments.

Table 3.4: Number of People in Runner Visitor Parties, 2004 Marine Corps Marathon™

Party size	Percent of all runner visitor parties
1 person	22.5%
2	32.9
3	14.9
4	12.0
5 and 6	10.5
7 to 10	5.9
11 or more	1.2
Total	100%

Note: details do not add to total due to rounding
Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Table 3.5 shows the distribution of runner visitor parties by length of stay. Virtually all runner visitors spent one or more nights in the area, while one-half of all parties spent two or three nights in the Washington, DC area. The average length of stay for all runner visitors was 2.92 nights.

Table 3.6: Distribution of Runner Overnight Visitors by Type of Lodging, 2004 Marine Corps Marathon™

Type of Lodging	Percent of Runner Visitor Parties
Hotel or motel	71.4%
Private home	26.1
Bed & Breakfast establishments	0.6
Own second home	0.4
Campground/RV	0.2
Other	1.5
Total	100.0%

Details do not add to total due to rounding.
Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Table 3.7 shows where overnight runner visitors and their parties stayed. Virginia was chosen by nearly two-thirds of these visitors: not surprising given this state hosted the headquarters and starting/ending point for the Marathon. Runners least favored Maryland. When looking at commercial lodging places only (Bed & Breakfast establishments, Hotels, Motels and Campgrounds), Virginia was even more preferred by runner visitors, while Maryland chosen even less.

Table 3.8: Expenditures by Runner Visitor Parties, by Type and Location, 2004 Marine Corps Marathon™ ($thousands)

Type of Expenditure	Washington, DC	Virginia	Maryland	Total
Restaurant/carry-out food and beverages	$1,489	$2,990	$314	$4,793
Lodging	2,042	3,188	178	5,408
Marathon-related merchandise	0	2,115	0	2,115
General retail purchases	667	1,086	237	1,990
Entertainment and amusement	434	725	108	1,267
Local transportation	257	660	72	989
Groceries	82	267	76	425
Gasoline	74	195	54	324
Misc. services	31	100	17	148
Total	$5,076	$11,327	$1,056	$17,458

Note: details may not add to totals due to rounding
Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Runner Visitor Characteristics

As opposed to the nearly equal gender split of the U.S. population, visitor runners were more likely to be male, as shown in Table 3.9

Table 3.11: Age of Runner Visitors Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Age	Runner Visitors	Overall U.S.
17 years and under	0.2%	25.7%
18 to 24 years	9.1	9.6
25 to 34 years	30.5	14.2
35 to 44 years	30.5	16.0
45 to 54 years	22.6	13.4
55 to 64	6.4	8.6
65 years and over	0.9	12.4
Total	100.0%	100.0%

Note: Details may not add totals due to rounding.
Sources: 2004 Marine Corps Marathon™ Survey, George Washington University; U.S. Bureau of the Census

As Table 3.12 indicates, runner visitors are much more likely to be white and much less likely to be black/African-American than the overall U.S. population.

Table 3.12: Race of Runner Visitors Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Race	Runner Visitors	Overall U.S.
White	83.3%	76.2%
Black/African-American	7.0	12.1
Asian/Pacific Islander	4.0	4.2
Other	5.6	7.5
Total	100.0%	100.0%

Note: Details may not add totals due to rounding.
Sources: 2004 Marine Corps Marathon™ Survey, George Washington University; U.S. Bureau of the Census

Table 3.14: Region of Residence of Runner Visitors Compared to the U.S. Population, 2004 Marine Corps Marathon™

Region of Residence	Runner Visitors	U.S. Population
New England (CT, ME, MA, RI, NH, VT)	9.4%	4.8%
New York & New Jersey	9.2	9.5
Mid-Atlantic (DE, MD, PA, VA, WV)	26.6	9.7
South (AL, AR, GA, FL, KY, LA, NC, MS, SC, TN)	23.3	21.7
North Central (IA, IL, IN, MI, MO, MN, OH, WI)	9.9	20.5
West (all other states)	21.7	33.8
Total	100.0%	100.0%

Note: details may not add to totals due to rounding
Sources: 2004 Marine Corps Marathon™ Survey, George Washington University, U.S. Bureau of the Census

Spectator Visitor Characteristics and Expenditures

Ninety-one percent of the spectator visitors interviewed indicated they were in the area primarily to watch the Marathon race, while ten percent indicated they were here for another purpose. Table 3.15 presents the sizes of the travel parties these visitors were in. About one-half were here with one other person. The mean travel party size of respondents was 3.23 persons.

Table 3.16: Length of Stay of Spectator Visitor Parties, 2004 Marine Corps Marathon™

Length of Stay	Percent of all runner parties
No nights	11.0%
1 night	17.1
2	23.9
3	25.3
4	18.4
5	2.7
6	0
7 nights	1.4
Total	100%

Note: details do not add to total due to rounding
Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Spectator Lodging while in the Area

More than 84 percent of the spectator visitor parties stayed overnight. Table 3.17 shows that hotels and motels were by far the most popular type of lodging these overnight visitors used.

Spectator visitors were also asked to indicate the type of transportation they used to arrive at the point where they were watching the Marathon race. Table 3.19 indicates that nearly half arrived by Metrorail subway, while another one-third arrived by personal motor vehicle. Each of the other modes were identified by five percent or less of the sample.

Table 3.19: Distribution of Spectator Visitors by Type of Transportation Used to Reach Viewing Site, 2004 Marine Corps Marathon™

Mode of Transportation	Percent of Spectator Visitor Parties
Metrorail (subway)	47.3%
Auto/SUV/RV/truck	35.1
Taxicab	5.4
Shuttle bus	3.4
Walked	3.4
Metrobus	2.0
Other	3.4
Total	100.0%

Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Spectator Visitor Party Expenditures

Table 3.20 shows how the spectator visitor parties spent their money, and where. Virginia, location of the Marathon headquarters and of the start and finish of the race, garnered half of the $2.3 million spent by spectator visitor parties. The city of Washington, DC attracted more than one-third of this spending, while spectator party spending in Maryland was only 15 percent of the total.

Spending on food and beverages in restaurants and carry-outs comprised more than one-third of total spectator visitor spending. Spectator visitor spending on lodging was second, accounting for one-quarter of the dollars spent by these visitor parties.

This study indicates that the average spectator visitor party spent $817 while in the Washington, DC metro area, nearly 90 percent of what the runner visitor parties indicated. The mean per visitor spending for spectator visitors was $253, according to the survey, about equal to the runner visitor average. Assuming length of stay in nights equals the number of days in the area, the mean spending per person per day for

Table 3.21: Gender of Spectator Visitors Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Gender	Spectator Visitors	Overall U.S.
Female	57.1%	51.1%
Male	42.9	48.9
Total	100.0%	100.0%

Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Table 3.22 indicates that Marathon spectator visitors mirrored the general U.S. population in terms of marital status, except that a significantly smaller proportion of the former were divorced or widowed.

Table 3.22: Marital Status of Spectator Visitors Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Marital Status	Spectator Visitors	Overall U.S.*
Single, never married	30.3%	28.6%
Married	62.1	53.5
Divorced, widowed	7.6	17.9
Total	100.0%	100.0%

*Population 15 years of age and over
Source: 2004 Marine Corps Marathon™ Survey, George Washington University; U.S. Bureau of the Census

Table 3.23 shows the age distribution of the spectator visitors 18 years of age or older compared to the overall U.S. population (interviews were limited to those in this age group). Spectator visitors tended to be younger than the overall population. Only 17 percent interviewed responded they were 55 years of age older, versus 28 percent in the overall population.

Spectator visitors at the Marathon were much more affluent than the overall U.S. population, as indicated in Table 3.24. These visitors were nearly twice as likely to have household incomes of $100, 000 or more than the average U.S. household, and one-third as likely to have an income of less than $25,000.

Table 3.24: Household Income of Spectator Visitors Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Household Income	Spectator Visitors	Overall U.S.
Under $25,000	9.6%	28.1%
$25 to $49,999	20.7	27.9
$50,000 to $99,999	44.4	30.0
$100,000 and over	25.2	14.0
Total	100.0%	100.0%

Sources: 2004 Marine Corps Marathon™ Survey, George Washington University; U.S. Bureau of the Census

Spectator respondents from out of town were also asked for their ZIP codes, to determine their region of residence. Table 3.25 indicates that nearly one-third of the spectator visitors at the Marathon were from the Mid-Atlantic region surrounding Washington, D.C. Spectators were also disproportionately from New England and New York/New Jersey, compared to these regions' populations. Few spectators were present from the North Central or West regions compared to these regions' populations. Foreign residents accounted for less than one percent of these respondents.

Table 3.26: Distribution of Local Spectators by Mode of Transportation Used to Reach Viewing Site, 2004 Marine Corps Marathon™

Mode of Transportation	Percent of Local Spectator Parties
Metrorail (subway)	54.1%
Auto/SUV/RV/truck	31.9
Taxicab	0
Shuttle bus	0
Walked	12.6
Metrobus	0
Other	1.5
Total	100.0%

Note: details do not add to total due to rounding.
Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Local spectators at the Marine Corps Marathon™ nearly matched the gender distribution of the U.S. population, as indicated in Table 3.27.

Table 3.27: Gender of Local Spectators Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Gender	Local Spectators	Overall U.S.
Female	49.6%	51.1%
Male	50.4	48.9
Total	100.0%	100.0%

Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Table 3.29: Age of Local Spectators Compared to Overall U.S. Population, 2004 Marine Corps Marathon™

Age	Local Spectators*	Overall U.S.*
18 to 24 years	14.8%	13.0%
25 to 34 years	36.3	19.1
35 to 44 years	24.4	21.6
45 to 54 years	11.9	18.0
55 to 64 years	10.4	11.6
65 years and over	1.5	16.7
Total	100.0%	100.0%

*includes only those 18 years of age or older
Note: details may not add to totals due to rounding
Sources: 2004 Marine Corps Marathon™ Survey, George Washington University; U.S. Bureau of the Census

As Table 3.30 indicates, the distribution of the race reported by local spectators is very close to the national population, but somewhat more likely to be Asian/Pacific Islander.

Chapter 4: Conclusions and Recommendations

A series of surveys were conducted of participants, spectators and sponsors of the 29th Annual Marine Corps Marathon™, October 31, 2004. Objectives were to estimate the economic contribution of visitors to the Washington, DC metropolitan area in conjunction with the event, including exhibitors at the Marathon Expo, and to determine the characteristics of visitors and local spectators.

Economic Contribution of the Marine Corps Marathon™

The surveys of Marathon runner parties and spectator parties found that more than 76 thousand visitors to the Washington DC metro area watched or participated in the Marine Corps Marathon™ on October 31, 2004, more than twice as many as had witnessed the event in 2002 as reported by IITS.

These visitors spent $19.6 million while in the D.C. area on food, lodging, entertainment, local transportation and retail purchases. These expenditures generated more than $1.3 million in tax revenue for the area's state and local governments. Nearly two-thirds of the visitor spending and more than half of the tax revenue generated occurred in Virginia, as shown in Table 4.1. Marathon visitor spending grew by two-thirds from 2002, while tax revenue generated by the event more than doubled.

Table 4.1: Visitor Economic Contributions by Jurisdiction, 2004 Marine Corps Marathon™ ($thousands)

Location	Expenditures	Change from 2002	Tax revenue generated	Change from 2002
Virginia	$12,300	94%	$754	165%
Washington, D.C.	5,892	25	506	70
Maryland	1,398	67	71	87
Total	$19,591	65%	$1,332	114%

Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Twenty-nine exhibitors at the Marathon Runner's Expo that were located out of the Washington DC metro area spent an additional $60 thousand, bringing the total direct economic contribution of the event to $19.7 million.

Local Spectator Sponsor Awareness and Characteristics

While local spectators lining the Marathon route did not contribute economic benefits to the Washington DC area, they were interviewed regarding purchase of Marine Corps Marathon™ merchandise and personal characteristics.

Eighty percent of the sample reported their primary purpose for being at the interview site was to watch the race. They reported spending $63 per party on Marathon –related merchandise, with about 3 persons per party. More than one-half arrived by Metrorail subway, and one-third arrived by automobile or other personal motor vehicle.

Local spectators were one-half male, and nearly one-half reported being single (never married). Nearly two-thirds were 25 to 44 years of age, considerably younger than the visitor spectators. Racial characteristics were about the same as for the spectator visitors. They appeared more wealthy than the spectator visitors, with nearly one-third indicating annual household incomes of $100,000 or more.

Recommendations

The future of the U.S. economy is quite uncertain, and threats of terrorism and war has reduced Americans' propensities to travel. These turbulent times are likely to continue, suggesting that this survey should be repeated at least every other year. Indeed, the current survey found the Marathon visitor volume to be more than twice as high as found in the 2002 study, with expenditures two-thirds higher. Such regular studies will ensure that the measures of visitor characteristics and impact reflect current behavior and economic and political conditions at the time the Marathon is held.

Larger sample sizes in future surveys can provide more detail about origins, activities, awareness and expenditures. We also recommend that measures be instituted to achieve 100 percent reporting by Marine Corps Marathon™ Runner's Expo exhibitor organizations headquartered out of town.

The authors hope that these findings will be distributed widely, to improve residents' knowledge of the Marathon's economic contribution to the localities in which it is held, and improve understanding of the markets that this special event attracts.

Table 5.1 Residence Areas of Confirmed Entrants in the 2004 Marine Corps Marathon™

Residence	Number
Outside the Washington, DC area	18,966
Inside the Washington, DC area	3,758
Total	22,724

Source: Marine Corps Marathon™

Marine Corps Marathon™ Spectator Survey

Twelve students in George Washington University's Master of Tourism Administration degree program volunteered to interview spectators at five points along the route of the Marathon race on October 31, from 8:30 a.m. to 4:00 p.m. Their stations, numbers and completed interviews are shown in Table 5.2

percent confident the percentage response would fall if we interviewed everyone in the population rather than just our sample.

For example, Table 3.4 above indicates that 33 percent of our sample of runner visitor parties reported that they were two people in size. Looking down column B for runner visitors we see that the interval for 35 percent (the closest percentage shown to 33 percent) is ± 4 percent. This tells us that, had we interviewed all Marathon runner visitor parties, we would have found that the proportion reporting party sizes of two people to be between 33 percent minus 4 percent and 33 percent plus 4 percent, or between 29 percent and 37 percent. This holds true for all but five percent of the samples we might have drawn, so we can be 95 percent confident that these intervals contain the actual percentage for all runner visitors.

Table 5.3: 95 Percent Confidence Intervals for Percentages Derived from Marine Corps Marathon™ Surveys

A. Percentage Reported	B. Runner visitors	C. Spectator visitors	D. Local spectators
5% or 95%	± 2%	± 3%	± 4%
10% or 90%	± 3%	± 5%	± 5%
15% or 85%	± 3%	± 6%	± 6%
20% or 80%	± 3%	± 6%	± 7%
25% or 75%	± 4%	± 7%	± 7%
30% or 70%	± 4%	± 7%	± 8%
35% or 65%	± 4%	± 8%	± 8%
40% or 60%	± 4%	± 8%	± 8%
45% or 55%	± 4%	± 8%	± 8%
50%	± 4%	± 8%	± 8%

Source: George Washington University

Visitor Expenditure Estimation

The survey of runner visitors asked respondents to report the type of lodging used if they reported they stayed in the D.C. area overnight (question 5). If they responded with Bed & Breakfast, Hotel or Motel, or Campground/recreational vehicle, respondents were asked how much they would pay per night (question 6). For each of the three jurisdictions respondents reported spending the night (question 7), the mean of the question 6 lodging expenditure replies was multiplied by the number of runner visitor parties supplied by the Marine Corps Marathon™ organization, by the percentage staying in one of the three paid lodging categories, by the percentage

Association for each of the Washington DC metropolitan areas of D.C. , Maryland and Virginia in October,2004. Then the number of gallons purchased in each jurisdiction was multiplied by the tax per gallon to derive gasoline excise tax payments generated by visitors.

No sales or excise taxes were found to apply to local transportation, entertainment and amusement, or "other" expenditures.

The per-party expenditures were derived from surveys of runner visitors and spectator visitors, as described above. The means developed for each of the expenditure categories were used to compute estimates of total expenditures for each category as explained. It is unlikely that these means from one sample would precisely match the means derived from interviewing all runner visitors and all spectator visitors.

However, sampling theory allows us to determine the interval within which we can be 95 percent confident that the actual population mean expenditures would fall. Table 5.4 presents several of these to indicate the reliability of this survey. Gasoline spending was singled out because it is the only category where visitors reported on spending for the entire visit, rather than per day or night.

Table 5.4 tells us, for example, that had we been able to interview all runner visitors about their expenditures per party while in the Washington, DC metro area, this population mean would fall between $237 minus $29 and $237 plus $29, or between $208 and $266. Had the samples been larger, sampling theory tells us that the intervals shown would have been smaller.

Table 5.4: 95 Percent Confidence Intervals for Mean Expenditures per Party Derived from Marine Corps Marathon™ Surveys

Expenditure	Mean	Confidence Interval
Total spending per day/night per runner visitor party	$237	±$29.30
Total spending per day/night per spectator party	$207	±$19.20
Spending on gasoline per runner visitor party	$18.40	±$2.78
Spending on gasoline per spectator visitor party	$15.40	±$3.78

Source: 2004 Marine Corps Marathon™ Survey, George Washington University

Survey of Marathon Runners from Outside the Washington, DC Metropolitan Area 2004

I am a student at George Washington University helping to conduct a study of the Marine Corps Marathon this year. Could I take three minutes of your time to ask you some questions about your participation in this year's race?

A. Are you scheduled to run in the Marine Corps Marathon on October 27?

☐ Yes
☐ No (Thank the respondent and conclude the interview)

B. Do you reside outside the Washington, D. C. Metro area? (includes Northern Virginia and suburban Maryland counties but not Baltimore)

☐ Yes
☐ No (Thank the respondent and conclude the interview)

C. How many people, INCLUDING YOURSELF, traveled with you on this visit?

_____ People

D. How many nights will you spend in this area on this visit? _____ Nights

☐ No nights (SKIP TO QUESTION 8)

E. What type of lodging will you use while staying here? (ACCEPT ONLY ONE ANSWER: if more than one type of lodging is reported, ask for the one where the most nights are spent)

☐ Bed & Breakfast
☐ Hotel or Motel
☐ Private home (SKIP TO QUESTION 7)
☐ Your own second home (condo, cottage, etc.) (SKIP TO QUESTION 7)
☐ Campground/recreational vehicle
☐ Other _____

F. How much will you pay for lodging PER NIGHT while here? $_____

G. Are you staying in D. C., Maryland or Virginia?

☐ D. C. ☐ Maryland ☐ Virginia ☐ Don't know

H. Altogether, how much will you spend on MARATHON-RELATED MERCHANDISE while you are here? (amount during the entire visit)

$_____

I. How much will you spend on GASOLINE while here? (amount for entire visit)

$_____

COMPLETE OTHER SIDE

Survey of LOCAL Spectators at the Marine Corps Marathon 2004

I am a student at George Washington University helping to conduct a study of today's Marine Corps Marathon. Could I please take three minutes of your time to ask you some questions about your participation in this year's race? I have a gift for you at the end.

2. Do you reside in the Washington DC area? (includes Northern Virginia and suburban Maryland counties but not Baltimore)

☐ Yes, Washington, D.C. area (COMPLETE INTERVIEW BELOW)

3. Is your primary reason for being here now to watch the Marathon race, or some other purpose?

☐ Watch the Marathon race
☐ Other purpose

4. How many people, INCLUDING YOURSELF, came with you here today?

_____people

5. What transportation did you use to arrive here today?

☐ Automobile/SUV/RV/truck
☐ Metrorail (subway)
☐ Metrobus
☐ Shuttle bus
☐ Taxicab
☐ Walked
☐ Other

6. How much will you spend on marathon related merchandise?

$_____ ☐ Don't know

NOW, I WOULD APPRECIATE IT IF YOU WOULD RECORD THE FOLLOWING INFORMATION FOR OUR STUDY. YOUR REPLIES ARE ANONYMOUS AND WILL BE KEPT CONFIDENTIAL.

7. Your home ZIP code: _____

8. Your gender : ☐ Female ☐ Male

9. Your marital status:

☐ Single, never married
☐ Married (including Separated)
☐ Divorced, widowed
☐ Other

Survey of OUT-OF-TOWN Spectators at the Marine Corps Marathon 2004

I am a student at George Washington University helping to conduct a study of today's Marine Corps Marathon. Could I take four minutes of your time to ask you some questions about your participation in this year's race? I have a gift for you at the end.

1. Do you reside in the Washington DC area? (includes Northern Virginia and suburban Maryland counties but not Baltimore)

☐ No (COMPLETE INTERVIEW BELOW)

2. Is your primary reason for being in the Washington DC area today to watch the Marine Corps Marathon runners?

☐ Yes ☐ No

13. Are you accompanying a Marathon runner on this visit?

☐ Yes ☐ No

14. How many people, INCLUDING YOURSELF, traveled with you on this visit?_____

15. How many nights will you spend in this area on this visit? _____ Nights

☐ No nights (SKIP TO QUESTION 9)

16. In which of the following types of lodging will you stay during this visit? (ACCEPT ONLY ONE ANSWER: if more than one type of lodging is indicated, accept one where most nights were spent)

☐ Bed & Breakfast
☐ Hotel or Motel
☐ Private home (SKIP TO QUESTION 8)
☐ Your own second home (condo, cottage, etc.) (SKIP TO QUESTION 8)
☐ Campground or recreational vehicle
☐ Other _____

17. How much will you pay for lodging PER NIGHT while here? $_____

18. Are you staying in D.C, Maryland or Virginia?

☐ D.C. ☐ Maryland ☐ Virginia ☐ Don't know

19. How much will you spend on Marine Corps Marathon merchandise while here?

$_____

20. How much will you spend on GASOLINE while here? (amount for entire visit)

$_____

21. Thinking about a typical day here, how much do you think you and your party will spend PER DAY on --

Food/beverages in restaurants or carry out $_____1

Questionnaire for Exhibitors Outside the Washington DC Area

Thank you for taking the time to complete the questions below. This information will assist The George Washington University in estimating a total economic impact for the Marine Corps Marathon. If you cannot complete now, please fax to Dr. Lisa Delpy Neirotti, Professor of Sports Management at The George Washington University, at 202/994-1630 or email to delpy@gwu.edu or mail to 600 21st Street NW, Washington, DC 20052. Should you have any questions please contact Dr. Delpy Neirotti at 202/994-6623.

1. Name of Company_____

2. City and state of headquarters location: _____

3. How many of your employees traveled to Washington, D.C. for the Marine Corps Marathon this year?

   _____ Employees

4. Please provide total company expenditures for all employees on this visit:

   A. Lodging: $_____

   B. Food and beverages: $_____

   C. Local transportation: $_____

   D. Local part-time staff: $_____

   E. Gasoline: $_____

   F. Other (please Specify: _____) $_____

5. How much did your company spend on advertising in the Washington D.C. area related to the Marathon (do not include any payments to the Marine Corps Marathon organization):

   $_____

# # # # #