



2012 Honolulu Marathon & Race Day Walk Statistics and Economic Impact

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Registered Participants



** The Honolulu Marathon accounted for \$132,852,000 in spending and generated \$6.18 million in state taxes.

- 2000 – 26,465
- 2001 – 23,513
- 2002 – 30,428
- 2003 – 25,283
- 2004 – 25,671
- 2005 – 28,048
- 2006 – 28,637
- 2007 – 27,394
- 2008 – 23,232
- 2009 - 23,469
- 2010—22,806
- 2011—22,615
- 2012 – 31,083

Of 31,083 Total Participants

- Runners
 - 12,124 from Hawaii
 - 16,283 from Japan
 - 1,883 from Mainland, U.S.
 - 793 from Other Foreign Countries
- Race Day Walkers (3,248 Participants)
 - 2,625 from Japan



Economic Impact (2012)



Economic impact is calculated based on the Read Formula used by DBEDT Hawaii.

The number of visitors for the Japanese Runners calculated in the table below includes .98 friends/family members for each Japanese Runner according to the results of the survey.

	Japanese Runners	Japanese Walkers
Number of visitors	32,240	2,625
Average length of stay	5.78 days	6.32 days
Visitor days	186,347	16,590
Estimated spending per visitor per day	\$351.22	\$353.17
Gain of Direct Visitor Expenditures	\$65.45 million	\$5.86 million
Output multiplier	1.66	1.66
Sales generated by additional related expenditures	\$108 million	\$9.73 million
Income multiplier	.47	.47
Direct, indirect and induced income generated	\$51.06 million	\$4.57 million
State tax multiplier	.099	.099
Direct, indirect and induced tax revenue generated	\$5,055,205	\$452,554

Economic Impact (2012)



Economic impact is calculated based on the Read Formula used by DBEDT.

The number of visitors for the U.S. Mainland Runners calculated in the table below includes .97 friends/family members and for "Other Countries" Runners was 1.34 friends/family members according to the results of the survey.

	U.S. Mainland Runners	"Other Countries" Runners (Does not include Japan)
Number of visitors	3,709	1,855
Average length of stay	8.79 days	9.10 days
Visitor days	32,601	16,880
Estimated spending per visitor per day	\$158.20	\$211.25
Gain of Direct Visitor Expenditures	\$5.16 million	\$3.56 million
Output multiplier	1.66	1.66
Sales generated by additional related expenditures	\$8.56 million	\$5.91 million
Income multiplier	.47	.47
Direct, indirect and induced income generated	\$4.02 million	\$2.78 million
State tax multiplier	.099	.099
Direct, indirect and induced tax revenue generated	\$398,374	\$275,429

Total Impact

Total sales generated\$132,852,000
Total direct, indirect and induced income generated \$62.43 million
Total direct, indirect and induced tax revenue generated \$6,181,562

Economic Impact Study Overview



There were 2,152 surveys collected from participants at the 2012 Honolulu Marathon.

- 1,569 in Japanese
- 583 in English
- When calculating into the formula the friends and family members who came specifically to support a marathon runner and did not run in the marathon, the Honolulu Marathon accounted for an Economic Impact of \$132,852,000.
- Of the 31,083 Honolulu Marathon runners, 16,283 were from Japan, 1,883 from the U.S. Mainland and 793 were from countries other than the Japan. Runners from Japan consisted of over 85% (85.8) of registered runners who reside from outside of Hawaii.
- There were also 2,625 walkers from Japan. Combining the walkers with the marathon entries from that country, there were a total of 18,908 participants from Japan.





Economic Impact Study Overview

- According to numerous studies, including those conducted by DBEDT of Hawaii, the Japanese traveler is the most sought-after traveler because Japanese visitors are the highest-spending tourists on Oahu.
- The increase in spending among Japanese tourists can be partially explained by their propensity to purchase *omiyage*, the Japanese custom of buying small gifts for family and friends, as well as *kinen*, purchasing souvenirs which serve to legitimize and commemorate an individual's visit to a tourist destination.
- With nearly one half of the Japanese participants in the study stating that this was their first Honolulu Marathon, the amount of dollars or Yen spent on *omiyage* and *kinen* is extremely beneficial for the local stores and the sales tax of Hawaii.



Economic Impact Study Findings



- According to the results of this study, there was approximately the same in the number of friends and family members accompanying the 2012 Honolulu Marathon runners from “Japan” and from the “U.S. Mainland” who traveled to Honolulu but did not participate in the marathon compared to the 2011 Honolulu Marathon. Whereas, there was a slight decrease in the number of friends and family members accompanying the 2012 Honolulu Marathon runners from “Other Countries” compared to the 2011 Honolulu Marathon.
- More than 98% of all the respondents stated that they had a positive experience with the Honolulu Marathon, which is consistent with last years study.
- Nearly 52% of the runners from Japan stated that this was their first Honolulu Marathon, and over 98% of the Japanese runners state that they would return to visit Hawaii again in the future for reasons other than to participate in the Honolulu Marathon. While over 50% of the Japanese runners stated that they plan to return to run another Honolulu Marathon over the next 2 years.
- Of the English speaking participants, over 35% (34.5%) stated that they will visit another island in Hawaii during this trip.
- Of the Japanese participants, over 22% (22.1%) stated that they will visit another island in Hawaii during this trip. This is a slight increase compared to the 2011 marathon participants.



Economic Impact Study Findings



- When asked how likely the participants are to recommend Hawaii as a travel destination to others, close to 98% (97.6%) of the all respondents answered “very likely” or “likely”, with only 2.4% stating that they were “unsure”. None of the over 2,000 (2,152) respondents answered “unlikely”.
- On the Japanese survey, the following question was asked. “Do you think that you are going to spend more money in Hawaii due to the increase in value of the yen at a 25 year high?” Over 97% (96.2%) of the respondents stated, “Yes”.



Findings compared to the 2011 study



- Japanese runners stated that they spent \$351.22 per day for this year's Honolulu Marathon. This is an increase of over \$6 per day compared to their spending during the 2011 Honolulu Marathon.
- Race day walkers from Japan similarly had an increase in spending this year with \$353.17 being spent per day.
- There was also a dramatic increase in Japanese runners' of almost 4,000 (3,924) compared to the 2011 Honolulu Marathon.
- A major reason for the increase in runners from Japan as well as their spending is that in early 2012, the Japanese Government announced that it wanted its residents to begin traveling abroad again in hopes that this activity will bring back normalcy in the residents' lives as well as the Japanese economy since the devastation caused by the catastrophic earthquake on March 11, 2011.
- Also, an increase in airline seat capacity (airlift) helped tremendously in bringing in more runners from Japan as well as other destinations from outside of Hawaii.
- It is believed that the number one reason for the increase in spending by Japanese runners and walkers is due to the increase in the value of the yen and the weakness in the U.S. currency.



Conclusion



- Runners, walkers, and family and friends who came specifically for the Honolulu Marathon accounted for \$132,852,000 in Economic Impact and generated \$6.18 million in state taxes, which is a significant increase in visitor spending as well as taxes generated for both the city of Honolulu and the state of Hawaii.
- With more than 18,959 registered runners coming from outside the state of Hawaii, with runners from Japan comprising the largest group of these visitors (more than 85%), the amount of money spent by these runners and their friends/family members has increased validating that the Honolulu Marathon is clearly a major tourist event.
- Unlike state-subsidized events such as the NFL Pro Bowl, the Maui Marathon, the Hawaii International Billfish Tournament, and the Ironman World Championships, the Honolulu Marathon is totally self-supporting.
- According to this study, as well as numerous other studies, including those conducted by DBEDT Hawaii, the Japanese visitor spends nearly \$100 more per day than other visitors. At a time when tourists from Japan have in the past declined (a loss of over 900,000 Japanese tourists over the past decade), having so many Japanese runners in the Honolulu Marathon accompanied by friends and family members, substantially impacts tourism and tax dollars. The economic impact of the Honolulu Marathon is quite significant and gives a much-needed boost to the Honolulu economy.

- The Honolulu Marathon is run on the second Sunday of December, which is the time of the year, which usually sees a drop in tourist arrivals to Hawaii just before the beginning of the high tourist season. Due to the Honolulu Marathon, the hotels in Honolulu are at full capacity, while in comparison the hotels on the other islands of Hawaii during this same time period usually have a 10% to 20% lower percentage level of hotel occupancy. According to the results of this study, a number of marathon runners stated that they plan to visit other Hawaii islands resulting in a positive economic impact for those islands as a direct result of the Honolulu Marathon.

Acknowledgements

This report was made possible by a grant from the Honolulu Marathon Association.

