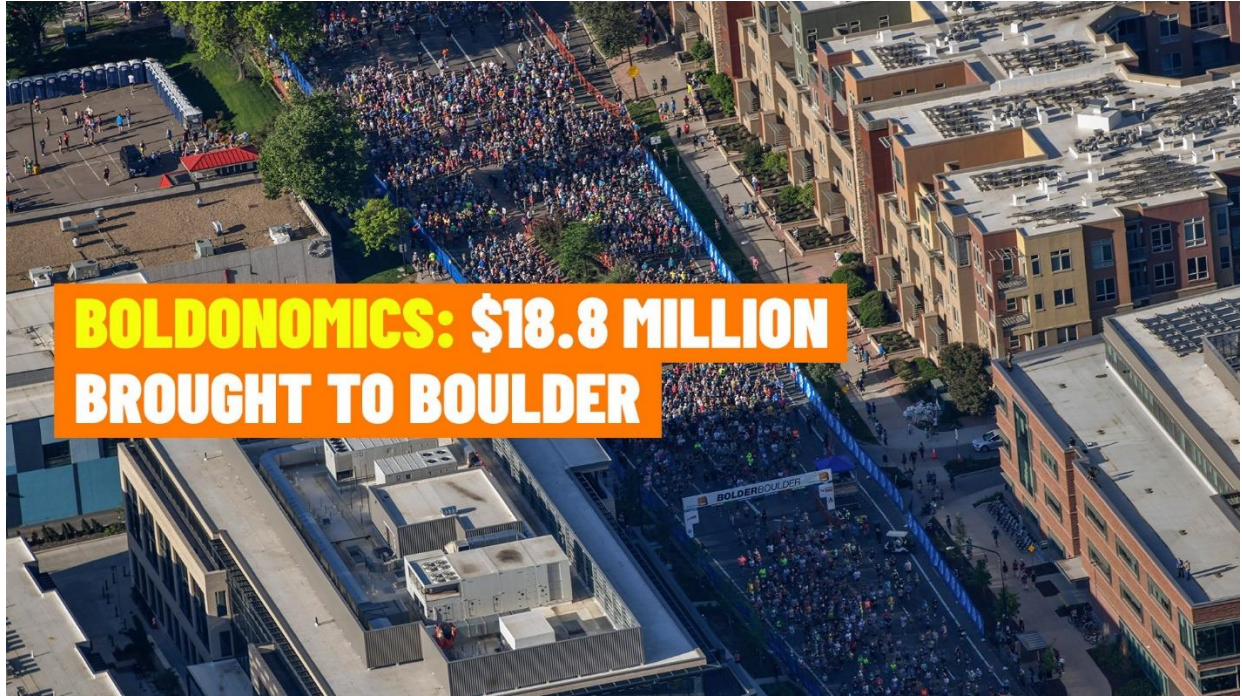


BOLDERBoulder: Brings \$18.8 Million Economic Impact to Area



The 2024 BOLDERBoulder is just under three months away with registration numbers trending higher than in recent years. While race organizers are busy preparing for this year's race, so too are the local businesses who are frequented by race participants and their families during the Memorial Day weekend.

A recent report conducted by Visit Boulder, the official Destination Marketing organization for the City of Boulder, estimated that the 2023 race brought in around \$18.8 million in direct and indirect impact to the area. According to Visit Boulder, the BOLDERBoulder is the key event that marks the beginning of the busy summer season for visitors and supports over 9,500 jobs with the strongest impact in lodging, food/beverage, and retail spending.

The report projected 80,088 people came to Boulder for the race. This number included race participants, family members of those participating, spectators, and event staff.

The report indicated that \$3.9 million was spent on overnight accommodations; with over 20,000 overnight stays in the area. To add to that, \$3.3 million was spent at area restaurants and an additional \$2.7 million in retail spending was attributed to those in town for the event.

"We have also known the race has benefitted the local economy and are thrilled to now understand the exact impact the race has for the local businesses," said Cliff Bosley, race director.

In 2023, 40,044 people registered to compete in the race with 35,007 finishers. It was the largest number of participants since 2019.

The 2024 BOLDERBoulder will be held on Monday, May 27.

Other Quotes

Phil DiStefano | Chancellor, University of Colorado Boulder

“The BOLDERBoulder is a community tradition that CU Boulder is proud to support now and into the future. Finishing at Folsom Field, the home of Coach Prime and the place where Ralphie runs, is an incredible treat for participants. But the race’s economic impact, coupled with the international exposure that it grants our campus, are what truly set this event apart.”

Charlene Hoffman | CEO, Visit Boulder

“The BOLDERBoulder is a celebration of all that defines our remarkable town, embodying the very essence of what makes Boulder exceptional. It shines as the pinnacle of community events in Boulder, crafting indelible memories, fostering enduring friendships, and fortifying the bonds of our vibrant community. By uniting individuals from diverse backgrounds and abilities, upholding a deep sense of patriotism, delivering a substantial economic boost, and boasting a rich 44-year history, this event serves as an awe-inspiring life experience for all who partake in its magic.”

Nuria Rivera-Vandermyde | City Manager, City of Boulder

“BOLDERBoulder is a beloved signature event in our community, and there is little doubt that it, along with other programming of its kind, contributes positively to our economy and the vitality of our city. We look forward to a strong and continuing partnership,”

John Tayer | CEO and President, Boulder Chamber

“The BOLDERBoulder is more than simply a joyous kick-off to a summer of athletic pursuits,” said CEO John Tayer President and, “It’s the launch to Boulder’s summer visitor season, with enormous benefits to our local businesses and economy.”