

# **BOLDERBOULDER**

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## **2024 BOLDERBOULDER CREATED \$23 MILLION ECONOMIC IMPACT TO AREA**

The 2024 BOLDERBoulder saw increased participation for the third year in a row with 48,318 registrations and 41,398 finishers crossing the finish line inside of Folsom Field. In 2023, 40,044 people registered with 35,007 finishers.

With the increased participation, the economic impact to the area also rose for the third straight year. A recent report conducted by Visit Boulder, the official Destination Marketing organization for the City of Boulder, estimated that the 2024 race brought in \$23 million in direct and indirect impact to the Boulder area economy. This is an increase of \$4.2 million from 2023.

According to Visit Boulder, 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 87,322 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 \$6.1 million was spent on overnight accommodations; with over 24,000 overnight stays in the area. Additionally, \$2.6 million was spent at area restaurants and an additional \$2.9 million in retail spending was attributed to those in town for the event.

“BOLDERBoulder has always been about community,” said Cliff Bosley, race director. “We are so pleased to not only have an impact on those that participate in and watch the race but also to the local businesses that are able to benefit from the race each year.”

The 2025 BOLDERBoulder will be held on Monday, May 26.

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### **WHAT THEY ARE SAYING**

#### **Nuria Rivera-Vandermyde - City of Boulder, City Manager**

*We are delighted to continue to host the BOLDERBoulder race, which has become a cornerstone of Memorial Day celebrations here in Boulder. We welcome the athletes and spectators -- many of whom will travel from around the world to participate -- and recognize the vibrancy and significant economic benefit this event brings to our community.*

#### **Justin Schwartz - CU Boulder, Chancellor**

*CU Boulder is pleased to continue our partnership with BOLDERBoulder, which has proven time and again to be a wonderful community tradition, an expression of our commitment to health and well-being, and an incredible source of economic impact for the entire region. We're eagerly anticipating next year's event!*

#### **John Tayer – Boulder Chamber of Commerce, President & CEO**

*The BOLDERBoulder proves, once again, running is a benefit to both physical health and fiscal health. The financial impact numbers speak to the importance of visitor events, like the BOLDERBoulder, to our community's economic vitality. That is aside from the pure joy the BOLDERBoulder spreads across the entire 6.2 miles course as it winds through town.*