

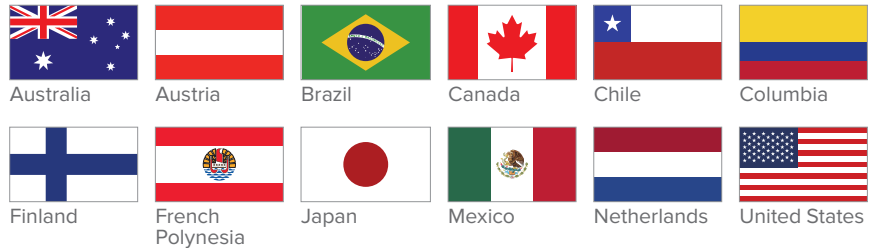
Race Participants

3,205 Total 2019 Participants



6,410 Average Total Attendance

12 Countries Represented



67% Female
33% Male

Age	Percentage
0-19	6%
20-34	30%
35-49	35%
50-64	22%
65+	7%



21% 5K Distance
31% 10K Distance
48% Half Marathon

Annual Household Income

Amount (\$)	Percentage
< 49K	14%
50K – 74K	13%
75K – 99K	17%
100K – 149K	17%
150K – 199K	8%
> 200K	10%

Visitor Accommodations

Hotels, Resorts, B&Bs	47%
Day Trip Only	18%
Rented Vacation Home	16%
Private Home as Guest	8%
Timeshare	8%
Campground or RV Park	3%

Economic Impact

6,775 Total Rooms Booked
\$197,218 Generated from sales and bed tax
\$4,370,662 Generated from visitor spending

Nights Stayed in Sedona

81% Stayed at least 1 night

1 Night	18%
2 Nights	32%
3 Nights	11%
4 Nights	8%
5 Nights	4%
> 5 Nights	8%

Other Activities Participated In

75%	51%	50%	25%
Dining	Hiking, Biking	Shopping	Sightseeing
21%	9%	8%	7%
Art Galleries, Museums	Land Tour	Spa Treatment	Spiritual