

Race Participants

3,064 Total 2020 Participants



9,192 Average Total Attendance

15 Countries Represented



67% Female
33% Male

Age	
0-19	6%
20-34	31%
35-49	35%
50-64	25%
65+	3%



26% 5K Distance
29% 10K Distance
45% Half Marathon

Annual Household Income

Amount (\$)	
< 49K	13%
50K – 74K	12%
75K – 99K	12%
100K – 149K	20%
150K – 199K	9%
> 200K	12%
Did not disclose	22%

Visitor Accommodations

Hotels, Resorts, B&Bs	50%
Day Trip Only	15%
Rented Vacation Home	21%
Private Home as Guest	6%
Timeshare	6%
Campground or RV Park	2%

Economic Impact

5,446 Total Rooms Booked
\$157,632 Generated from sales and bed tax
\$3,454,493 Generated from visitor spending

Nights Stayed in Sedona

85% Stayed at least 1 night

1 Night	20%
2 Nights	38%
3 Nights	16%
4 Nights	6%
5 Nights	2%
> 5 Nights	3%

Other Activities Participated In

75% Dining	53% Hiking, Biking	46% Shopping	25% Sightseeing
15% Art Galleries, Museums	9% Land Tour	7% Spa Treatment	14% Spiritual