



*good times*  
in the  
**MARITIMES**

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[REGISTER FOR: MARITIME RACE WEEKEND](#) [REGISTER FOR: TIDAL TRAIL](#) [FAQS](#) [SHOP](#) [CONTACT](#)

DOUBLE RACE WEEKEND  
**SEPT 13 & 14**  
**2019**

EASTERN PASSAGE  
& COW BAY  
NOVA SCOTIA

**297** **08** **46** **52**  
days hours min sec



**REGISTRATION**  
**NOW**  
**OPEN**  
**SIGN UP TODAY!**

**REGISTER NOW!**

And don't forget to [follow us on Facebook](#) to learn details and upcoming contests and events.

**SUBSCRIBE >>**

Sign up for our mailing list to be the first to hear about all news relating to Maritime Race Weekend.

Email Address

GO

# FISHERMAN'S COVE





*good times*  
in the  
**MARITIMES**

SEPT 13 & 14  
**2019**  
DOUBLE RACE WEEKEND



**BEST MEDALS**  
IN CANADA



**BEST SWAG**  
IN CANADA



RUNNERS VOTED  
**BEST EVENT**  
IN ATLANTIC CANADA



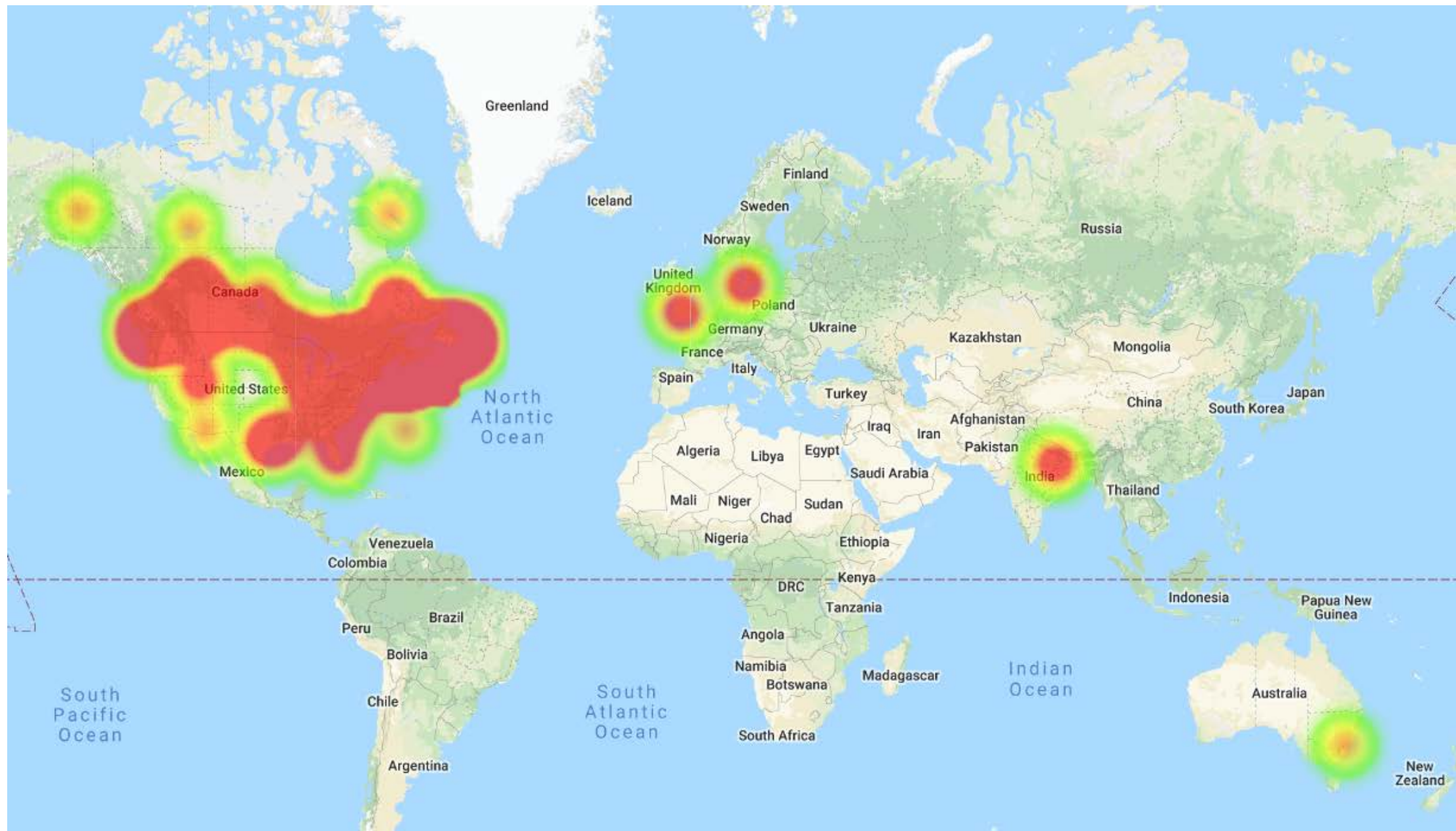
★★★★★ **SCENIC ROUTES**

5K, 10K, HALF-MARATHON, MARATHON (*Boston Qualifier*)

[www.MaritimeRaceWeekend.com](http://www.MaritimeRaceWeekend.com)



	2012	2013	2014	2015	2016	2017	2018
<b>Total Participants</b>	1,141	3,143	4,778	5,136	5,365	5,206	5,439
<b>Friday 5K</b>	911	1,536	2,270	2,401	2,457	2,302	2,199
<b>Saturday 5K</b>	N/A	263	545	768	808	790	891
<b>Saturday 10K</b>	700	796	1,203	1,112	1,219	1,123	916
<b>Tidal Trail 15K</b>	N/A	N/A	N/A	N/A	N/A	503	890
<b>Saturday Half-Marathon</b>	382	485	637	724	732	392	443
<b>Saturday Marathon</b>	59	63	123	131	149	96	100



# Maritime Race Weekend has it all—variety, scenery, piracy

From Cowtown to Cow Bay: Maritime Race Weekend plays host to an enthusiastic group of runners from Calgary






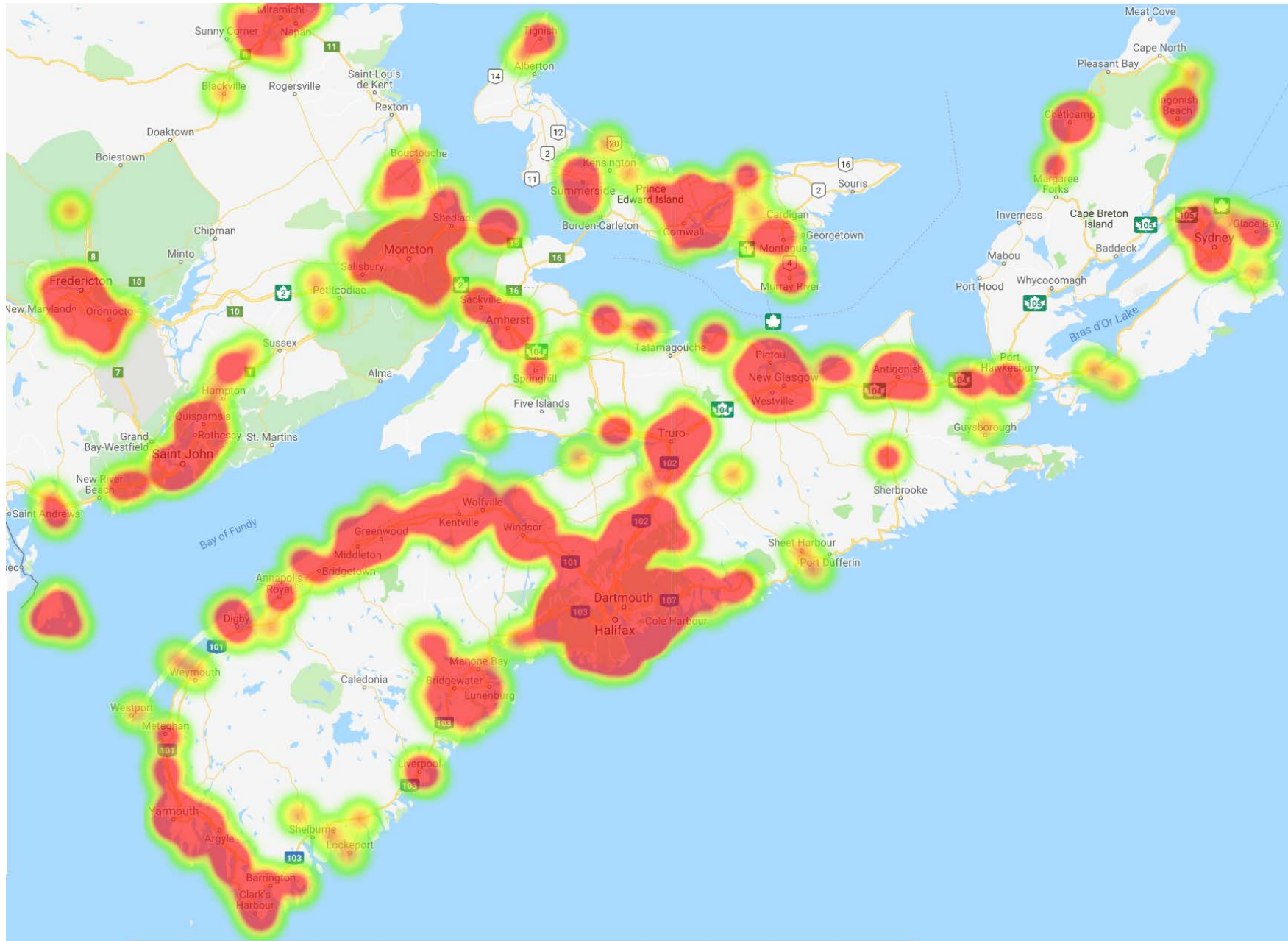
September 16th, 2018 by [Anne Francis](#) | Posted in [Runs & Races](#) | Tags: [Featured](#), [maritime race weekend](#), [Michael Bergeron](#), [running room](#)



**POPULAR** **LATEST**

TODAY WEEK MONTH ALL

-  Allie Kieffer criticized for using hashtag #strongnotskinny
-  Canadian results from the Philadelphia Marathon
-  New FKT in the Grand Canyon



- 74% are female
- 95% are 18 years or older
  
- Facebook = 10,800+ followers
- Twitter = 6,400+ followers
- Instagram = 2,500+ followers





# Tourism Goals

- Destination Halifax exposure proven track record
- Hotel partnerships are essential
- Suggesting and promoting restaurants + attractions improves participant's experience
- Booths at out-of-province race expos definitely worthwhile
- Social media marketing ads helping with international reach
- National magazines attract groups

Partnering with local business is priority:



**PIRATE  
JAMBOREE**  
MUST BE 19 YEARS OF AGE OR OLDER



# Economic Impact (Steam Report)

- Combined total of visitor, capital and operational spending as a result of hosting *Maritime Race Weekend* are estimated to total **\$1,308,595**.
- Expenditures are expected to generate a total of **\$2,850,886** of economic activity in the province, of which **\$1,961,915** will be in **Halifax**.
- Estimated to provide a total of **18.5** jobs for **Halifax** and an additional **4.2** jobs for the remainder of the province - jobs will create a total of **\$893,240** in wages and salaries.
- The net increase in economic activity in the province as a result of the initial expenditures of the event is **\$1,373,778**.
- The total level of taxes supported by the *2016 Maritime Race Weekend* is estimated at **\$577,981**. Of this, **\$247,828** is allocated to the federal government, **\$265,078** to the provincial government and **\$65,074** to municipal governments across Nova Scotia.
- The level of municipal taxes supported within **Halifax** is estimated to be **\$53,606**.