

# Contents

<i>List of figures</i>	xi
<i>List of tables</i>	xiii
<i>List of contributors</i>	xv
<i>Foreword</i>	xvii
SEBASTIAN COE	
<i>Acknowledgements</i>	xix
<i>List of abbreviations</i>	xxi
<b>1 The many facets of running</b>	<b>1</b>
VASSIL GIRGINOV	
<i>Running events</i>	4
<i>Running studies</i>	5
<i>Plan of this book</i>	10
<b>2 The running eventscape: Developments, runners' profiles and policies</b>	<b>18</b>
JEROEN SCHEERDER AND KOBE HELSEN	
<i>Introduction</i>	18
<i>Developments in the running industry</i>	20
Three waves of running	20
Running waves in numbers	26
<i>Runners' profiles</i>	31
Demographics	31
Motives for running	32
Social status	34
<i>Policy actors in the running market</i>	36
Role of running providers	36
Role of the public sector	39
Public value and the need for collaboration	40
<i>Conclusions</i>	41

Case study 2.1 <i>The AG Antwerp Ten Miles &amp; Marathon and the Brussels 20 km Race Trends in Participant Numbers and Profiles</i>	50
Case study 2.2 <i>The AG Antwerp Ten Miles &amp; Marathon and the Eindejaarscorrida Leuven Comparing Events Policy, Events Marketing and Events Impact Between a Commercial and Voluntary Running Event Provider</i>	58
<b>3 Marketing running events</b>	<b>65</b>
KOSTAS ALEXANDRIS, PAUL HOVER, AND LINDA OOMS	
<i>The product of running events</i>	66
<i>Marketing implications</i>	68
Concentrate on a type of impact and target audience	68
Co-create the running event concept	68
Organise auxiliary activities	69
Support the core product with appropriate services from the destination in which the event takes place	70
<i>The place and time of running events</i>	71
<i>Marketing implications</i>	72
Choose an event location that is easily accessible by public or active transportation	72
Choose an event location that offers possibilities to add additional local services	72
<i>The promotion of running events</i>	72
<i>Market segmentation</i>	73
<i>Marketing implications</i>	76
Invest enough time and resources in getting to know the target audience	76
<i>Branding of running events</i>	76
<i>Marketing implications</i>	79
Develop a distinctive and appropriate running event concept	79
<i>Communication strategy</i>	79
<i>Marketing implications</i>	82

Promote the running event in a way that is appealing to the target audience	82
<i>Conclusions</i>	82
<i>Case study 3.1 Marathon Amersfoort, The Netherlands</i>	86
<i>Case study 3.2 Athens Marathon: The authentic</i>	92
<b>4 Running events' impacts</b>	<b>98</b>
VASSIL GIRGINOV	
<i>Running events impacts: taking stock of current knowledge</i>	99
<i>Visions of impact</i>	104
<i>Delivering running events impacts</i>	107
<i>Case study 4.1 The LifeSouth race weekend, Gainesville, Florida</i>	117
<i>Case study 4.2 Running events in China and their impact</i>	123
<b>5 Conclusion</b>	<b>132</b>
VASSIL GIRGINOV	
<i>Introduction</i>	132
<i>From Couch to 5k: the politics, marketing and impact of running events</i>	133
<i>Studying running events</i>	137
<i>Running events and sustainable development</i>	138
<i>Index</i>	141