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SYDNEY MARATHON WORLD STATUS A WIN FOR ACCOMMODATION

NSW's peak accommodation body has welcomed news the Sydney Marathon has been added to the Abbott World Marathon Majors series.

Sydney is the seventh city, and the only one in the southern hemisphere, to qualify for the elite status which includes marathons in; Boston, Tokyo, Berlin, Chicago, London and New York City.

Accommodation Australia NSW General Manager Stacey McBride said Sydney is still building to pre-pandemic occupancy levels and major events bring much-needed tourists back into the CBD.

"Events consistently increase occupancy rates at hotels, we saw it with concerts like Ed Sheeran and Taylor Swift and we saw it with events like World Pride and The Women's FIFA World Cup," Ms McBride said.

"Destination NSW estimates an extra \$73 million will be spent by tourists over the next three years as a result of the marathon announcement, and that could grow to as much as \$300 million over ten years."

"The NSW visitor economy and accommodation hotels will be some of the main beneficiaries."

The Sydney Marathon has participants from more than 100 countries, and has raised more than \$25 million since it began in 2000 as a Sydney Olympic event.

More than 33,000 runners are expected to run in August 2025 and many will stay in Sydney hotels before and after the race.

"The Sydney marathon course is one of the most beautiful in the world. It will be an experience few runners forget and one they will hopefully want to repeat again and again," said McBride.

"The event will bring a global spotlight, with other Abbott marathons watched by a broadcast audience of more than 20 million viewers which will not only bring visitors to Sydney but the rest of NSW as well."

The elevation of the Sydney Marathon to major status was made possible through a funding and strategic partnership with the NSW Government through Destination NSW. Government support was a requirement of the Abbott World Marathon Majors criteria and involves cross agency collaboration with Transport for NSW, Destination NSW, NSW Police and NSW Ambulance.

Media Contact: 0447 956 170