

15x

Every \$1 spent on the Boston Marathon:
\$15 for Massachusetts.

ONE EVENT. HALF A BILLION.
WHY NOT YOU?



Swipe for the figures →

—BARANDU—

The Half-Billion+ Club



C\$721m

Calgary Stampede

Added to Alberta's economy · 2025

Boston Marathon

Massachusetts · 2024

US\$509m

Melbourne Cup Carnival

Victoria · 2024

A\$502m

Local currency. Calgary includes year-round events at Stampede Park; the 10-day Stampede alone added C\$389m.

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Up to 15x per \$1



US\$34m in.

US\$509m out.

Boston Marathon

US\$15 back for every US\$1 spent · 2024

Calgary Stampede

C\$227m spend, C\$721m impact · 2025

C\$3.20

Melbourne Cup Carnival

A\$233m spend, A\$502m impact · 2024

A\$2.20

Spend is total annual expenditure, including government grants; Calgary and Melbourne cover full-year operations. Impact per \$1 is calculated, not published. Local currency.

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They Travel For It



~397,000

Calgary Stampede

Visitors from outside Calgary · 2024

Boston Marathon

From outside New England · 2024

~250,000

Melbourne Cup Carnival

Interstate and international · 2024

68,898

Calgary: 27% of 1.47m attendees from outside Calgary (Stampede CEO). Boston: 50% of 500,000+ spectators from outside New England. Melbourne: interstate and international visitors.

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Work It Creates



Melbourne Cup Carnival

On-track jobs across four race days · 2024

Calgary Stampede

Year-round and seasonal employees · 2025

4,700

Boston Marathon

Jobs supported statewide · 2024

2,900

Calgary: year-round and seasonal employees. Boston: jobs supported statewide.
Melbourne: on-track jobs during the Carnival.

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Through the Gates



1.4m+

Calgary Stampede

Through the gates in 10 days · 2025

Boston Marathon

Spectators along the course · 2024

500,000+

Melbourne Cup Carnival

Four race days · 2024

285,675

Multi-day events count each day's attendance. Boston: spectators along the course.

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What the Winners Share



Heritage Beats Hype

The Melbourne Cup dates from 1861, the Boston Marathon from 1897, the Calgary Stampede from 1912. Each is rooted in local tradition.

Annual Beats One-off

The returns repeat every year. The Melbourne Cup Carnival has added A\$3.9bn to Victoria over the past decade.

Visitors are The Prize

Around 400,000 people travelled to Calgary and 250,000 to Boston. Money from outside is what moves an economy.

SOURCES

Figures

Calgary Stampede

MNP economic impact study (2025); attendance, LiveWire Calgary (2025); visitor share, Stampede CEO Joel Cowley via LiveWire Calgary (2024)

Boston Marathon

Economic Impacts of the 2024 Boston Marathon, UMass Donahue Institute for the B.A.A. and Meet Boston (2024); spend, B.A.A. Form 990 (FY2024)

Melbourne Cup Carnival

IER economic impact study, published by the Victoria Racing Club (2024 Carnival); attendance, VRC (2024); 10-year total, VRC (2025); spend, VRC annual results (2024/25)

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