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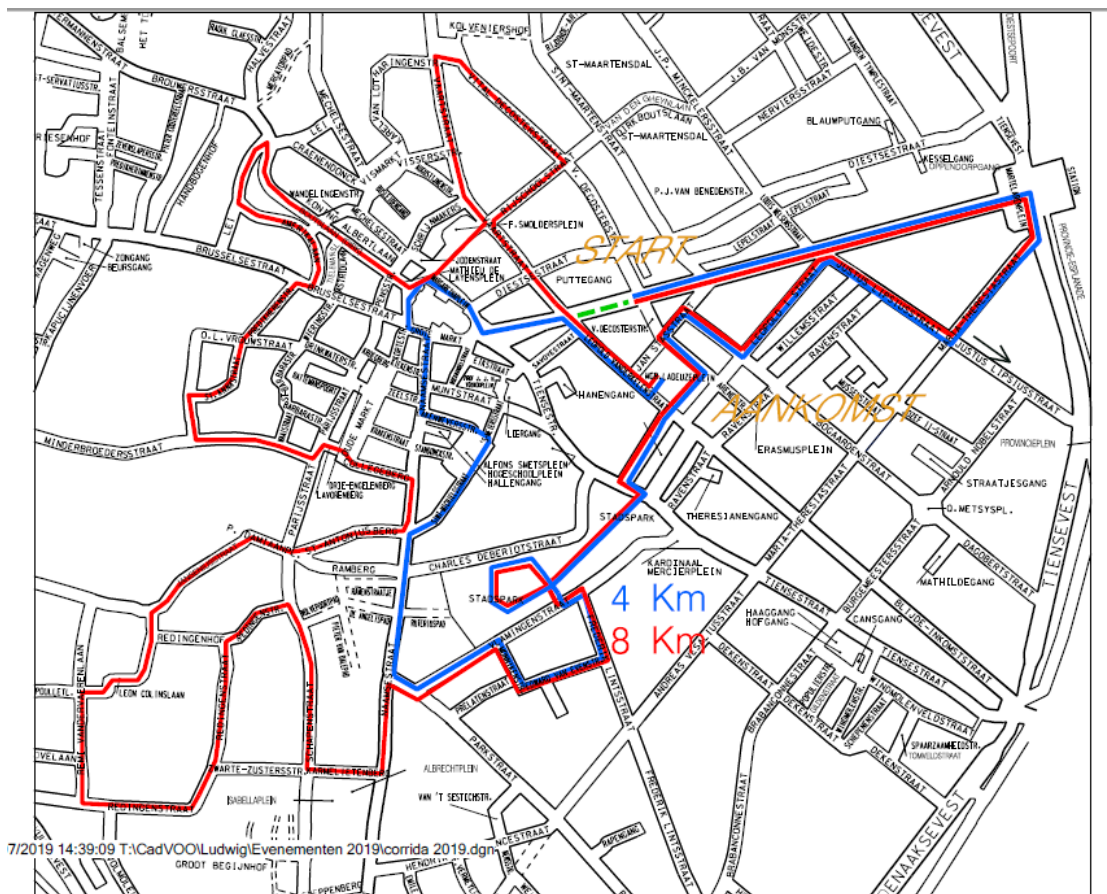
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Eindejaarscorrida Leuven

29 December 2019



<https://www.daringclubleuvenatletiek.be/>



Source: Corrida Leuven (2019)

The Eindejaarscorrida Leuven was initiated in 1997, which means that in 2019 the event was organized for the 22nd time (in 2010 the event was canceled due to bad weather conditions). Daring Club Leuven Atletiek (DCLA) is the local athletics club and also the main organizer of the event. The main goal of the club is to guide all of its 1.000 active members at their own level to get personal satisfaction from exercising and to move their own boundaries. Although the core of the club is focused on competitive athletes (in different disciplines), space is provided for recreational athletes and para-athletes as well. The Eindejaarscorrida is open for everyone and combines sport and conviviality during the cold winter months. The city of Leuven is a strong partner for this event as it provides logistic and financial support.

The number of finishers for the event increased almost every year (from 371 finishers in 1997 towards more than 6.000 in its most recent edition). Thereby, three different distances are offered: 4, 8 and 12 km (with almost 1.400, 2.300 and 2.500 finishers respectively). In addition, children aged 9 or younger are allowed to run the DCLA-kilometer (under the supervision of their parents). All distances start on the main shopping street, called Bondgenotenlaan, between 9h45 and 11h15. The finish is situated on the Mgr. Ladeuzeplein, a large square with historical meaning. The course of four and eight kilometer (with a combination of the two for the longest distance) leads the participants through the city center and the historical heart of Leuven and is therefore paved for the largest part.

The event has two main (financial) sponsors and a strong local media partner. For the first time in its history, the event was broadcasted live. During this three-hour broadcast, the local correspondents interviewed participants and spectators around the event site.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none">• Support of (local) media partner• Support of local government• Entire course in city center• Strong organizers with expertise and networks• Largest ‘end of the year’ run in Belgium• 22nd edition• Low subscription fee• Good accessibility• Combination of competitive and recreational athletes• Organized by volunteers• Live broadcasting of event• Music and entertainment alongside the course• Many spectators	<ul style="list-style-type: none">• Location prevents growth• Only a handful of sponsors• No use of online marketing• Participants of longest distance cover a part of the course twice• Last Sunday of December: difficult if Christmas Day or New Years Eve is last Sunday of December• Local businesses are not accessible
Opportunities	Threats
<ul style="list-style-type: none">• Technological innovation• Environmental sustainability• Legacy for sports club participation	<ul style="list-style-type: none">• Commercialization of running events• Rise in number of events• Trend of small, local events• Higher customer expectations• Weather conditions this time of year