



International Marathon

“Alexander the Great”

LOGO

RUNNING ROUTE

The “Alexander the Great” marathon is an international event. Its history lies back on 2006 and it holds a symbolic meaning for Greece. The brand “Alexander the Great” refers to the Great Commander of ancient Greece who born in Pella region which is the starting point of the main event. Hence, the vision of the organize committee is to promote the Greek culture and a healthier lifestyle into its participants through this sport event.

The organizer is the “Triton” track and field sport club of Thessaloniki. Still, several government bodies and local authorities support the facilitation of the event. The Track & Field Greek Federation is the main supporter of the sport marathon. The “Alexander the Great” international marathon was considered as a major sport event with mass participation and remains the second biggest marathon of Greece according to registrations. It takes place the second weekend of April in order to extent the tourism season. The recent venue of 2019 had more than 20.000 runners in three categories of a) Marathon, b) 10 km and c) 5 km. Also, it offers a fun race for school kids (1.000m). The marathon itinerary starts from Pella region and finishes in the downtown of Thessaloniki. Also, both races (10km and 5 km) were offered into Thessaloniki city. To further extend its services, “Alexander the Great” rendered a sport fair, a marathon flame ceremony and several cultural amenities into two days of the marathon’s weekend.



The venue is considered as international major sport event and thus, holds national and global media coverage. Specifically, the national television broadcast covers the race at a live time and many international articles from sports media were written in news. In terms of sport sponsorships, several national and worldwide companies such as banks, sport wear, sport nutrition and others sponsor the event.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none"> • International Event • Supported from the Athletics Federation • Supported from the National Tourism Organization and government bodies • Various promotional activities • Many volunteers • Positive Word of mouth communication • Economic impact in North Greece • Cooperation with travel agents, hotels, local entrepreneurs, etc. • Prestigious sponsors • Several media communication sponsors • Support from the local community • Established Event 	<ul style="list-style-type: none"> • Limited usage of on-line marketing • Small area as the starting point • Limited services to support the core product (not so many parking areas, few massage spots post the race, few companies in sport fair, etc.) • Difficulty to reach the spot with the amenities from spectators • Low awareness internationally • Limited number of international runners
Opportunities	Threats



- Event participation is on a rise
- Opportunities for internal marketing to find more volunteers
- Development of a “Green” marketing strategy
- Creation of event legacy (leverage for sport development in Greece)
- Increase of tourism amenities
- Tourism packages development with travel agents into segment groups (e.g. sport clubs, national organizations around the world, amateur sport teams, etc.)
- Many competitors in Balkan regions
- Consumers’ behavioral changes
- Weather situation
- Accidents
- Environmental issues