



Marathon Amersfoort

Amersfoort, the Netherlands



The Marathon Amersfoort is organized annually since 2012 by a foundation: Foundation Marathon Amersfoort. The course of the event takes the participants through the green surroundings and the medieval city center of the city. The start and finish are located on the Eemsquare.

The event offers distances from 5km up to 42km, for the more advanced runners the marathon and half marathon and for recreational runners the 5km and 10 km. The marathon distance can also be covered in teams during the relay race. Next to these running distances the event also offers a 21 km walk covering the same course as the runners. For children there are Minimarathons of 1.1km and 2.2km. Students of secondary education run the 5km School Challenge. Children of Amersfoort primary education and secondary school pupils (Amersfoort, Soest, Nijkerk and Baarn) participate for free. Along the course there are several live bands and DJs. Every year about 5,000 to 6,000 runners run the Marathon Amersfoort. A large part comes from abroad; eq. runners from 32 countries participated in the 2019 edition.

The event is partly sponsored by the local hospital in Amersfoort, Meander Medisch Centrum. But the event also tries to give something back. Each participant gets after registration for the event the option to donate a small amount of money to project of the oncology department from 'Friends of Meander'.



The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none">• Large share international participants• Highlighting the historic center of Amersfoort• Various promotional activities• Many volunteers• Atmosphere during the event• Music and entertainment alongside the course• Established Event• Start close to the finish• One of the few marathons during the time of the year	<ul style="list-style-type: none">• Limited usage of on-line marketing• Small starting area• Empty areas without spectators along the course (especially outside the city)• Participants of the walk finishing at the same moment as participants of the marathon• No/low involvement of local government
Opportunities	Threats
<ul style="list-style-type: none">• Commercialization of the running events market• Technological innovations• Increased number of recreational runners• Running is a cheap sport• Making the course of the marathon accessible throughout the year by putting up signs (like the Amstel Gold Race)	<ul style="list-style-type: none">• Stagnation in the number of participants in running events in the Netherlands• Increasing number of competing running events in the Netherlands• Introduction of different types of running events (color runs, mud runs etc.)• Weather situation• Injuries• Loss of sponsors



- Competition from other sports like cycling, fitness and walking