



The Ravenna Marathon

It is usually accompanied by a series of related and complementary events:

- the half marathon
- the Martini Good Morning Ravenna of 10.5 km
- the Conad Family Run
- Dogs & Run
- the Running with no frontiers - all together

In 2019, considering both competitive and non-competitive races about 18 thousand people participated (4,500 only for the 2 competitive races). The Ravenna Marathon has been the only Italian big marathon to increase the number of participants.

The 2019 event attracted tens of thousands of visitors throughout the territory with hotels and restaurants sold out not only in the city but also in different areas of the province and beyond.

The race is held on Sunday, but starting from the previous Friday an EXPO area opens with numerous exhibitors.

Participants from all latitudes gather in the Emilian city to take part in the event. In addition, the Ravenna Runners Club organizes a series of events that constitute the prelude to the real marathon:

1. The Color 4 Fun race dedicated to children in early June;
2. The Night Run, end of June, held in the city center, to show the city at night. 5km, fast race;
3. The 21k Ravenna Park Race, In the park of the delta del Pò, 8km non-competitive and half marathon (1200 participants), dedicated to the environment and recycling, both for runners and for organizations.
5. Color for Fun,.

The Ravenna marathon is famous because it allows you to run in the shadow of 6 UNESCO World Heritage Sites and also because,, in the name of art and culture, winners are awarded with beautiful handmade mosaic medals, which represents a strong characteristic element of the race. The medals are different every year depending on the theme and inspiration of the artists. The 2020 medal will celebrate 700 years since the death of Dante Alighieri. The competition is usually sponsored by the UNESCO national commission and sees good participation from local public bodies, the Italian Athletics Federation. It also enjoys excellent coverage of the media and local stakeholders. The organizers' budget is around 400,000 euros.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none">• The charm of the city, Unesco National Committee participating• Good collaboration with other Italian races• craftsmanship and beauty of the medals	<ul style="list-style-type: none">• low number of professionals operating in the organizational structure• needs implementation of international promotion linked to touristic attraction



- Increasing participation
- Supported from the Athletics Federation
- Various promotional activities, also at international level
- Several media communication sponsors
- Established Event
- Good cooperation with other big Italian races

Opportunities

- Event participation is on a rise
- Technology could boost the business (Instagram)
- More collateral events can increase the participation of the city
- Cooperation with other big international marathons

Threats

- Too little marathon events in Italy
- Lack of a “Green” sustainability strategy, mainly related to plastic products
- Lack of specialization in web marketing