



## The Florence Marathon

It is an annual full-length marathon race which takes place on the last Sunday of November on a 42.195 km route. Departure and arrival are usually located in Piazzale Michelangelo and Piazza San Giovanni respectively, although they may vary from year to year

The first edition of the marathon was held in 1984 counting more than 850 participants. The event has grown widely since then, reaching more than 9000 participants from 80 countries in the 2019 edition, held on November 24th and sponsored by Asics.

The marathon winds along a route that gladdens the runner with the historical and artistic wonders of the Medici city. It is now the second Italian marathon in terms of participation (after Rome), and among the 20 most important marathons in the world. The route passes by all those landmarks of singular beauty that have made Florence famous worldwide: such as the Cathedral Square, Piazza della Signoria, Ponte Vecchio (The road is entirely asphalted and ramp-free, except for the short, slightly sloping stretch of road at the start, and these characteristics make it a particularly fast route appreciated by runners.

During the Florence marathon numerous collateral events take place:

- **The HUAWEI 3x7km Firenze Charity Run Relay** , The event entails a 21km relay to be completed by teams of three (each runner completing 7km) with the objective of involving not only runners but also citizens, families, coworkers, territorial associations, and non-for-profit organizations. The relay will take place on the day before the Marathon, November 28, in the Cascine Park and it is an innovative way to involve the city of Florence and provide charitable donations to the various organizations involved.
- The Ginky Family Run, a non-competitive race aimed at children and the youth;
- la Marathonabile Firenze Marathon and the Onlus Spinal Unit Sports Group of Florence, in collaboration with the Municipality of Florence, organize a marathon with the aim of promoting and enhancing sport without barriers.
- Marathon Party, the Florence marathon party open to all athletes and their companions. The event features a dinner with a Tuscan menu, music, entertainment and dance.

During the previous day of the marathon, Asics organizes Expo|erience, the perfect occasion for businesses in many sectors (Running - Trail - Ultramarathon - Triathlon - Leisure - Travel - Wellness - Food - Fashion – Design - Ecology - Family – Technology) to reach their targets and test the market directly with the final consumers. It is an excellent occasion to communicate, arrange business meetings, and engage in effective sport marketing. In 2019, over 30,000 people from over 60 nations visited Expo|erience in the new exhibition center of ASICS Firenze Marathon at Stazione Leopolda.



The SWOT analysis follows:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• The charm of the city</li><li>• The International scope of the event</li><li>• The Support of the Athletics Federation</li><li>• The synchrony with various promotional activities, also at international level</li><li>• Good management of many volunteers</li><li>• The contemporaneity with a big Exposition Event</li><li>• The involvement of prestigious sponsors</li><li>• The involvement of several media/communication sponsors</li><li>• Great media attention</li><li>• Established Event (37 editions so far)</li><li>• Good cooperation with the other big Italian race</li></ul>	<ul style="list-style-type: none"><li>• Social, economic and cultural cooperation with citizen and stakeholder</li><li>• Support from the local community</li><li>• Support from local institutions</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Event participation is on a rise</li><li>• Increase of tourism amenities</li><li>• travel agents are able to develop packages per segment groups (e.g. sport clubs, national organizations around the world, amateur sport teams, etc.)</li><li>• Technology could increase the business</li><li>• Collateral events can increase the participation of the city</li></ul>	<ul style="list-style-type: none"><li>• Too many little marathon events in Italy</li><li>• Lack of a “Green” sustainability strategy</li><li>• Some big international marathon are held close in time (i.e. Valencia in the following Sunday), so the competition is also at international level.</li></ul>



- Cooperation with other big international marathons