



ENGADIN
SKIMARATHON

PRESENTED BY **helvetia** 

ENGADIN SKIMARATHON

The story of the biggest cross-country event in
Switzerland

Solidly financed and economically important

Since the premiere in 1969, the Engadin Skimarathon has been a success story. Participant numbers rose rapidly and have always been high; the event is solidly financed. The eleven ski clubs that help organise the event earn little in the "Engadiner" – but because of their assistance the regional economy profits greatly.

It took a whopping 30 years before the eleven Engadin ski clubs received their first subsidy from the box office of the Engadin Skimarathon in 1999. Although the event is solidly financed, it is not a "cash cow" for the organizers. The long-term balanced budget is only possible because the "Engadiner" has held the participation fees low for years, has professional sponsoring and operates a consistent cost management process. In addition, the Engadin Skimarathon shows its professional organization through being registered in the Swiss commercial register since 1993.

The "Engadiner" has the reputation rightly of being cautious about the entry fees. At the premiere in 1969 the participation cost was CHF 10.- and was increased over the years in small amounts and only if necessary. The last entry fee adjustment was made in 2009 to CHF 100.-.

The entry fee is far from enough to cover the total annual cost of around 2.8 million francs. Only thanks to the sponsors, the support of the municipalities in the preparation of the trails, and the work of 1200 volunteers and numerous other partners, is it possible to finance the Engadin Skimarathon, with its annually increasing costs for participant management, communication, organization, and transport. If the race was financed only by the participation fees, the entry fee would have to be at least doubled.

It may also be mentioned here that the members of the organizing committee as well as all the officials employed on the day of the competition (around 1,200) carry out their work for the Engadin Skimarathon on a volunteer basis and without financial compensation.

Economic importance beyond the valley

Until recently the economic importance of the Engadin Skimarathon for Engadin and for Switzerland could only be estimated. In 2017, a comprehensive economic study was carried out on the effects of this large sporting event on tourism and the economy. In total, around 18,000 people were present as skiers or their companions at the 49th Engadin Skimarathon in 2017. Altogether they were responsible for over 34,000 overnight stays, 93% of them in the Engadin region.

The Engadin Skimarathon generates an economic effect in Switzerland totaling 33 million francs. This consists of the expenses of the participants and their companions, as well as the activities of the organizers and other companies involved in the event. The sales generated resulted in a total added value of 15 million Swiss francs. Of this, 6.2 million francs were generated in the Engadin region, with the Engadin hospitality industry benefiting especially.

To generate these economic effects, an effort equivalent to approximately 140 full-time positions throughout Switzerland was necessary. A good half of the work was done in the region. The Engadin Skimarathon is therefore not a cash cow for the organizing ski clubs, but it makes a valuable contribution to the regional economy, especially for the tourism branch.