

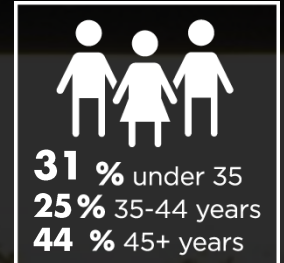
CARLSBAD 5000

WORLD'S FASTEST 5K

A *Rock n' Roll* SIGNATURE EVENT

MARCH 24-25, 2018

EVENT DEMOGRAPHICS



EVENT WEEKEND



March 24-25

Expo Attendance

14,400+

Finish Attendance

14,400+

March 25

START

KIDS

March 24

Participation

9,100+

5K

FINISH

20K

March 25



Finish Festival
Post Race Concert

BY THE NUMBERS



Participants from
40 states
8 countries



Total Hotel
Room Nights
2,700+



Total Race
Weekend Visitors
7,400+



Economic
Impact
\$4.8 MILLION