



## Run, walk or fly: Moreton Bay region gets on the route map for global running calendar

Queensland's Moreton Bay region is set to welcome international runners as the Jetty 2 Jetty event expands to include a full marathon for the first time in its 39-year history.

United Airlines, the world's largest airline\*, has signed on as the naming rights sponsor for the event, which will be held on 20 July this year. United was the first US carrier to serve Brisbane and offers more seats between Brisbane and the US than any other airline. It is the only US carrier to offer year-round flights from Brisbane with its service to San Francisco.

Jetty 2 Jetty has long attracted runners from across Australia. With the addition of a full marathon, the event is now being positioned on the global running calendar, drawing in visitors seeking health and wellness travel experiences.

The marathon course takes in the coastline of the Redcliffe Peninsula, following a scenic route past beaches, bays, and coastal walkways. Visitors often extend their stay to take part in regional experiences such as whale watching from Redcliffe Pier or exploring Bribie Island by kayak or bushwalk.

"We are thrilled to welcome United Airlines as our naming rights sponsor of Jetty 2 Jetty as the event evolves to become part of the global marathon calendar. We know these events draw crowds from all over the world as travellers combine their love of running with spectacular scenery and an itinerary packed with new experiences," said Luke Edwards, CEO of Visit Moreton Bay.

Latest data\*\* shows the region is growing in popularity with overseas visitors and Edwards says it's encouraging to see the Moreton Bay mature from a daytrip location to a destination in its own right.

"Running events like Jetty 2 Jetty are increasingly drawing travellers who want to combine fitness with exploring new destinations," said Tommy Lindblad, Marketing Manager Australia at United Airlines.

"As the airline that offers the most seats between the US and Brisbane, we're proud to support this event and connect more Americans directly to Queensland's coastline and community," he said.

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Brisbane Airport also welcomed the addition of the full marathon to the Jetty 2 Jetty program.

“There’s actually an international trend known as ‘marathon tourism’ or ‘race-cations’ as visitors combine running events with a holiday. Jetty 2 Jetty is another reason for visitors from across the country or around the globe to visit during Queensland’s spectacular winter,” says Brisbane Airport spokesperson Peter Doherty.

Registrations are open for participants in the Jetty 2 Jetty across all categories with spots selling fast.

## **Ends.**

*\*As measured by available seat miles*

*\*\*Latest data:*

Moreton Bay, located just north of Brisbane, is one of Queensland’s fastest-growing tourism regions. The area attracted 3.9 million visitors in 2024, generating 5.2 million visitor nights. While overall numbers declined slightly from 2023, visitors are staying longer - with overnight stays up 15.5% and visitor nights increasing by 37.6%.

## **For more information and interviews, contact:**

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