REPORT 2026

COELMO NAPOLI CITY HALF MARATHON



NAPOLI RUNNING

ALL RUNNERS ARE BEAUTIFUL


COELMO
6287
COELMO
7388



ALL RUNNERS ARE BEAUTIFUL

THE POWER OF A SMILE AT THE FINISH LINE

We see running as something infectious.
A simple, natural energy that can spark between people, cross neighbourhoods, and inspire entire communities.

It doesn't matter how old you are, how fast you run, or how much experience you have.
What counts is your willingness to step outside.
Running has a remarkable ability to transform: it turns any path into an adventure, any weekend into a memorable moment, and anyone into a runner.

Twenty-one kilometres become not just a challenge, but a journey finished with a radiant smile.

Our aim is to keep sharing this energy—to see more shoes ready by the door, more people heading out for a run, so everyone can discover their own beauty, strength, and joy at the finish line.

From first to last, all are welcome, because we believe that,
All Runners Are Beautiful.



YEMAN CRIPPA

00:59:01

NEW ITALIAN RECORD

OUR PILLARS

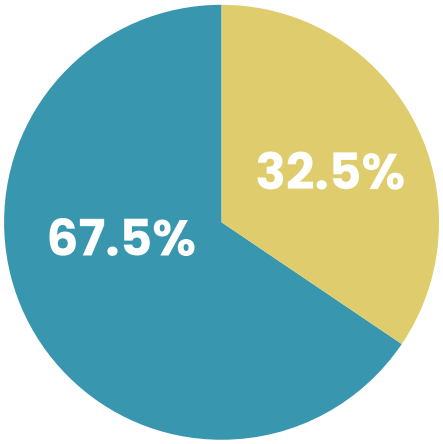
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RACE ANALYSIS

The Coelmo Napoli City Half Marathon 2026 demonstrates steady growth and a strong position among top half marathons in Italy and abroad. The diverse mix of ages, genders, and backgrounds shows that the event is increasingly international and inclusive, connecting many profiles through a single sporting experience.

GENDER

- Women: 3.184
- Men: 6.612



AGE GROUPS



#SPORT

HIGHLIGHTS

In 2026, the event shone by delivering both athletic competition and community engagement: on the one hand, the sporting and competitive aspect; on the other, the ability to foster a sense of community, side events and encourage widespread participation. Its solid metrics underline its growing importance on the national and world running stage.



TOTAL RUNNERS **11.015**

COELMO NAPOLI CITY HALF MARATHON

9.062

RUNNERS BY ORIGIN

FROM CAMPANIA	FROM OTHER REGIONS	INTERNATIONAL
1.084	2.619	5.359

FAMILY RUN & FRIENDS

1.219

RUNNERS BY ORIGIN

FROM CAMPANIA	FROM OTHER REGIONS	INTERNATIONAL
703	337	179

HYUNDAI RELAY

734

RUNNERS BY ORIGIN

FROM CAMPANIA	FROM OTHER REGIONS	INTERNATIONAL
283	264	187

INTERNATIONAL PARTICIPATION

Foreign runners: 5.728 | 52% of the total
Countries represented: 117

Global involvement is key to the identity of the Coelmo Napoli City Half Marathon 2026. The diversity of the countries represented and the strong international participation reinforce the event's global profile and Napoli's role as a sporting destination capable of attracting runners, their companions and communities from across Europe and beyond.



#SPORT

TOP 10 FOREIGN COUNTRIES

- A Czech Republic: 1.082
- B Great Britain: 714
- C France: 541
- D Germany: 487
- E Spain: 428
- F Poland: 398
- G Slovakia: 143
- H USA: 138
- I Netherlands: 121
- L Argentina: 117

- M Other countries: 1.559



ÉLITE ATHLETES



YEMAN CRIPPA

00:59:01

NEW ITALIAN RECORD



#SPORT

In Napoli, Yeman Crippa has written a new chapter in Italian athletics, winning the 2026 **Coelmo Napoli City Half Marathon** in **59:01** and setting a **new Italian half-marathon record**. With Crippa's men's record and Sofiia Yaremchuk's women's record, Napoli stands unique in Italy's history holding both national records simultaneously. A result made all the more significant by the presence of **42 invited elite athletes**, confirming the event's growing international prestige

1ST



NEW ITALIAN RECORD

YEMAN CRIPPA
00:59:01



LUCY NTHENYA NDAMBUKI
01:08:48

2ND



ANDREA KIPTOO
00:59:27



NELLY JEPTOO
01:09:26

3RD



KAPKAMA OWEN KORIR
00:59:42



SUSANNA SAAPUNKI
01:10:35



FIRST ITALIAN WOMAN

SARA BOTTARELLI
01:14:11

HYUNDAI RELAY





#SPORT

RELAY DATA

With the **Hyundai Relay**, the Coelmo Napoli City Half Marathon has further demonstrated its ability to innovate the race format and broaden participation.
The relay race provided a shared, accessible and deeply meaningful experience, successfully combining sport, teamwork and solidarity within the event's Charity Program.

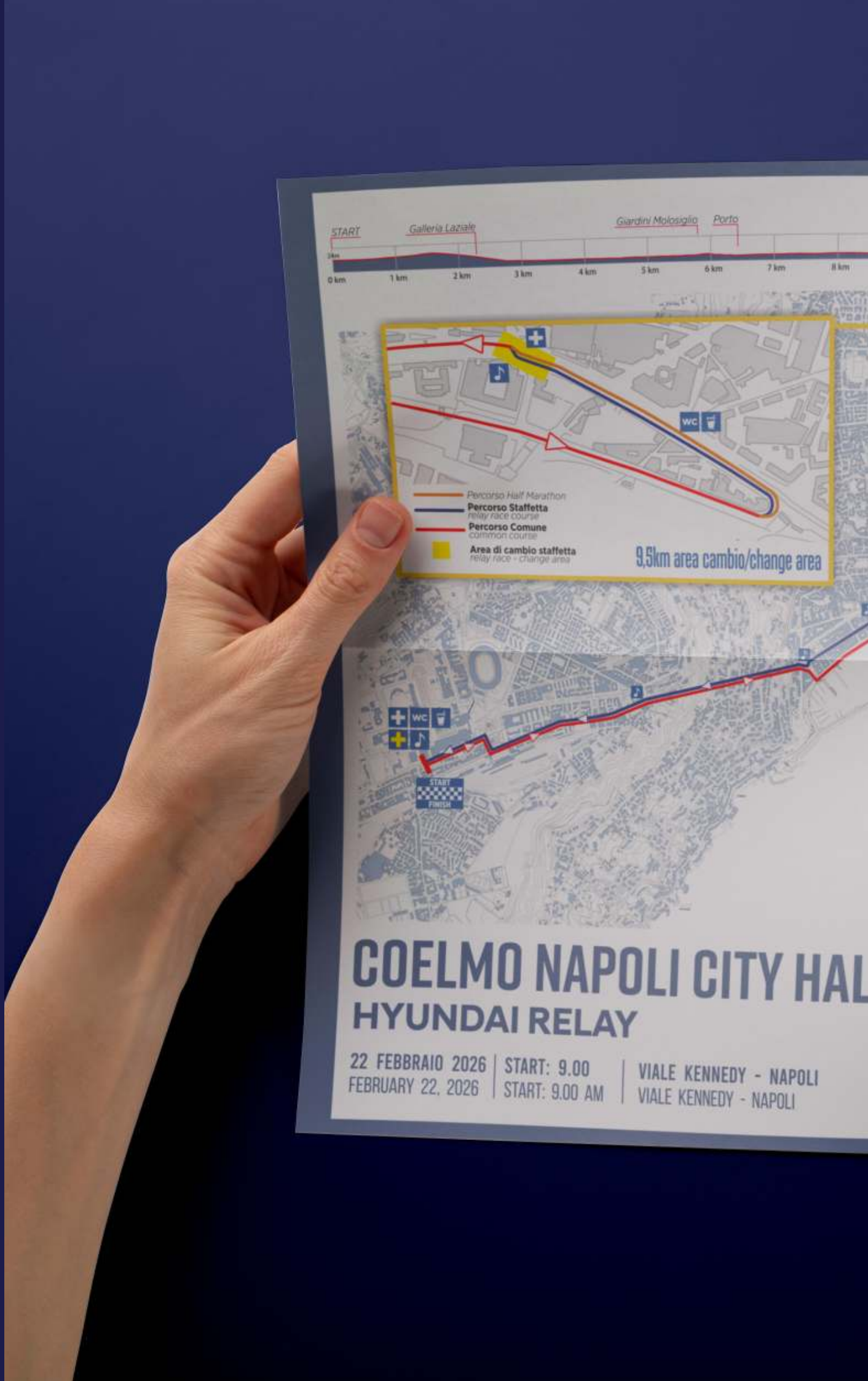
PARTICIPANTS

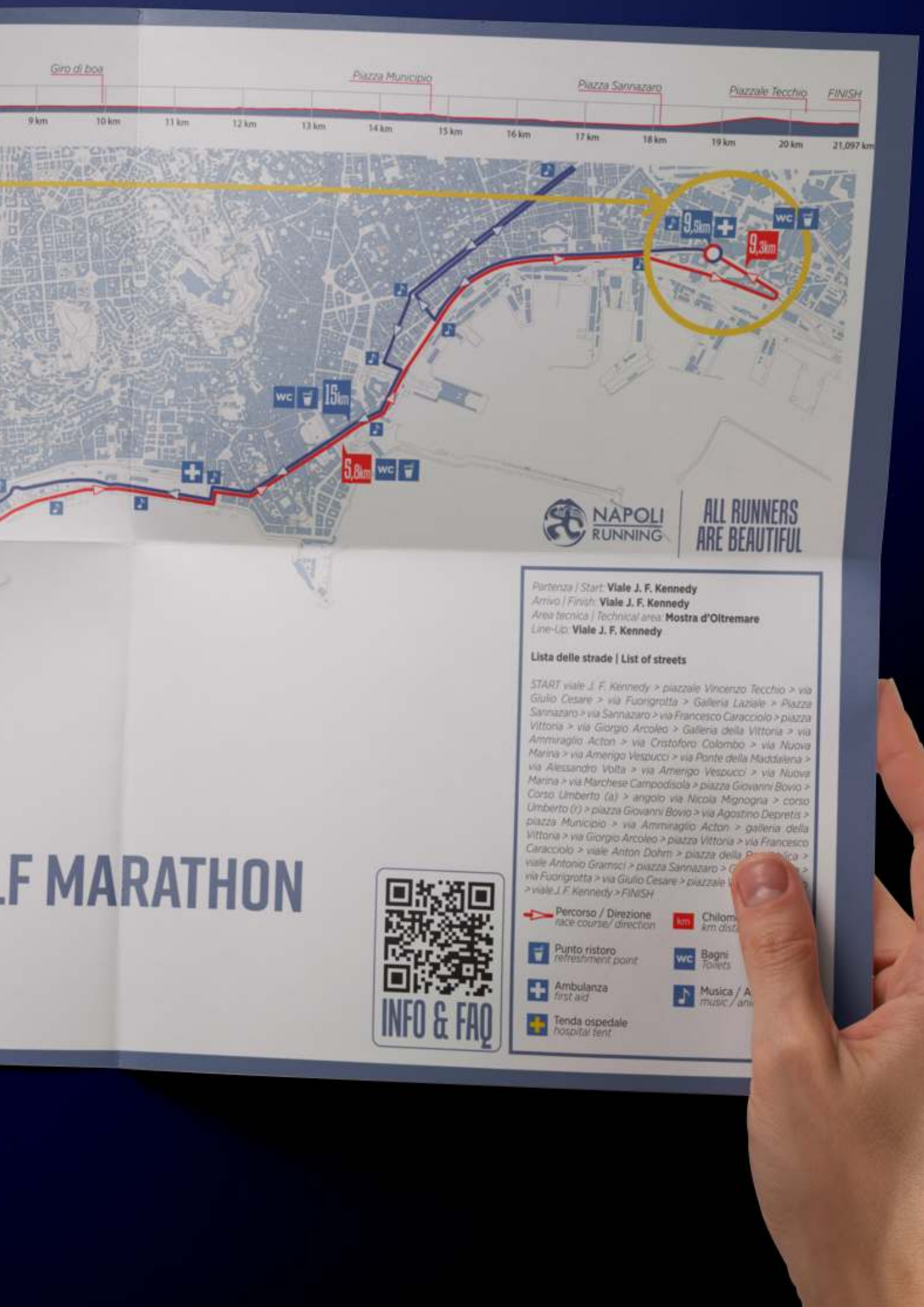
734

AGE GROUPS



#SPORT


START
Galleria Laziale
Giardini Molosiglio
Porto
0 km
1 km
2 km
3 km
4 km
5 km
6 km
7 km
8 km
Percorso Half Marathon
Percorso Staffetta
relay race course
Percorso Comune
common course
Area di cambio staffetta
relay race - change area
9,5km area cambio/change area
START
FINISH
COELMO NAPOLI CITY HAL
HYUNDAI RELAY
22 FEBBRAIO 2026
FEBRUARY 22, 2026
START: 9.00
START: 9.00 AM
VIALE KENNEDY - NAPOLI
VIALE KENNEDY - NAPOLI


Giro di boa
Piazza Municipio
Piazza Sannazaro
Piazzale Tecchio
FINISH
9 km
10 km
11 km
12 km
13 km
14 km
15 km
16 km
17 km
18 km
19 km
20 km
21,097 km
9,6km
9,3km
15km
5,6km
NAPOLI RUNNING
ALL RUNNERS ARE BEAUTIFUL
Partenza | Start: Viale J. F. Kennedy
Arrivo | Finish: Viale J. F. Kennedy
Area tecnica | Technical area: Mostra d'Oltremare
Line-Up: Viale J. F. Kennedy
Lista delle strade | List of streets
START viale J. F. Kennedy > piazzale Vincenzo Tecchio > via Giulio Cesare > via Fuorigrotta > Galleria Laziale > Piazza Sannazaro > via Sannazaro > via Francesco Caracciolo > piazza Vittoria > via Giorgio Arcoleo > Galleria della Vittoria > via Ammiraglio Acton > via Cristoforo Colombo > via Nuova Marina > via Amerigo Vespucci > via Ponte della Maddalena > via Alessandro Volta > via Amerigo Vespucci > via Nuova Marina > via Marchese Campodisola > piazza Giovanni Bovio > Corso Umberto (a) > angolo via Nicola Mignogna > corso Umberto (r) > piazza Giovanni Bovio > via Agostino Depretis > piazza Municipio > via Ammiraglio Acton > galleria della Vittoria > via Giorgio Arcoleo > piazza Vittoria > via Francesco Caracciolo > viale Anton Dohrn > piazza della
viale Antonio Gramsci > piazza Sannazaro >
via Fuorigrotta > via Giulio Cesare > piazzale
> viale J. F. Kennedy > FINISH
Percorso / Direzione
race course/ direction
Punto ristoro
refreshment point
Ambulanza
first aid
Tenda ospedale
hospital tent
Bagni
Toilets
INFO & FAQ

FAMILY RUN & FRIENDS

The **Family Run & Friends** was the most open, inclusive and supportive event of the weekend, transforming the run into a shared experience for families, children, supporters and the wider community. Within the Mostra d'Oltremare, sport took on an accessible and festive dimension, capable of engaging diverse audiences in a single space for participation, whilst supporting **SOS Sostenitori Ospedale Santobono ETS**, to which part of the proceeds were donated.

PARTICIPANTS 1.219








SPORT
SENZA FRONTIERE


ESERCITO


PoggiOnda


SOSTENITORI
OSPEDALE
SANTOBONO






726
608
616
616
375
469
737
138

VOLUNTEERS

The volunteers played a vital role in shaping the race experience, bringing energy, a strong presence and a spirit of service to every aspect of the event. From the race course to the race village, their support reinforced the sense of welcome and belonging that makes the event a collective experience, not just a sporting one.

460
VOLUNTEERS

35
MARSHAL
(AREA MANAGERS)






FITNESS ARE BEAUTIFUL







#COMMUNITIES

PARTENOPE PACE TEAM

The **Partenope Pace Team** and **Fastwalking** have broadened the scope of participation, offering different yet complementary approaches within the event. On the one hand, support for those aiming to achieve their personal best times; on the other, a more accessible and gradual approach to exercise: two different ways of experiencing running, united by the same spirit of sharing.







RUNNING DOCTORS & ITALIAN RED CROSS

The **Running Doctors** and the **Italian Red Cross** brought a tangible message of care, responsibility and shared wellbeing to the race. Their presence along the route reinforced the idea of an event that successfully combines performance, support and personal care, making the Coelmo Napoli City Half Marathon an even more fulfilling and meaningful experience.







#COMMUNITIES

HEART NAPOLI RUN CLUB

Heart Napoli Run Club has been one of the most authentic expressions of Naples' new running community: a young, inclusive group that has succeeded in bringing many solo runners into the fold, transforming training sessions into opportunities to socialise. Thanks to the direct involvement of clubs and communities in Naples, Florence, Sicily, Lugano and other Italian cities, it has helped to generate almost **200 participants** linked to this network, confirming the value of running as a means of connection, belonging and sharing.







PEGAONDA & MUSIC POINTS

Music accompanied the race, transforming the course into an even more vibrant, engaging and distinctive space. With PegaOnda and Music Points dotted along the route, the Coelmo Napoli City Half Marathon enhanced the overall experience, drawing runners and spectators into an atmosphere of energy, camaraderie and participation.







ADIDAS RUNNERS & NSS

The partnership between **adidas** and **nss edicola** has highlighted the communal aspect of running, engaging the running community and numerous **running clubs** in a meaningful way. Through the **Shake Out City Run,** the initiative has transformed the run-up to the race into a shared experience, bringing together sport, the city and a sense of belonging.










SSC EDICOLA


NAPOLI

WE RUN AGAIN

With **'We Run Again',** Napoli Running has strengthened its social commitment by transforming running into a practical tool for personal growth and reintegration. The project, developed in collaboration with the **"Pasquale Mandato" Prison in Secondigliano**, has placed the individual and their potential for change at its heart, culminating in genuine participation in the event: some inmates took part in the relay race, making the educational and symbolic value of the initiative even more tangible.











RUN, DONATE AND SAVE

With **'Run, Donate and Save'**, Napoli Running has brought together sport, sustainability and solidarity through a simple yet highly impactful gesture: donating running shoes in good condition to people experiencing homelessness supported by the **Shekinà Youth Pastoral Centre**. In partnership with **Sport7**, the initiative has given new life to a sports item, transforming participation in the event into a concrete act of solidarity and social responsibility







CHARITY PROGRAM

The **Charity Program** has broadened the event's social reach, bringing together a diverse range of organisations united by a shared desire to make a difference through sport. With **realbuzz**, an international partner connecting runners, charities and endurance events; with **Sport Senza Frontiere**, committed to the inclusion of vulnerable children and young people through sport; and with the **Gabriella Fabbrocini Foundation**, active in supporting scientific research and prevention, the Coelmo Napoli City Half Marathon has strengthened its role as a platform capable of combining participation, awareness-raising and fundraising.





SUSTAINABILITY

The 2026 edition reinforced the event's commitment to more sustainable catering management through practical solutions designed to reduce the use of single-use plastic. Water was distributed along the route and in the event areas using **Foopak Bio Natura** compostable cups, whilst the partnership with **Plastic Free** helped to consolidate the event's progress towards increasingly responsible practices that are consistent with a concrete environmental vision.

72.800 COMPOSTABLE CUPS

45.000 LITRES OF WATER SERVED WITHOUT PLASTIC













#SUSTAINABILITY

COMMUNICATION

Digital communication was crucial, engaging participants before, during, and after the race through social media, newsletters, and the website, turning every phase into a chance for connection and visibility.

The data is current as of 30 March 2026.



VIEWS

775.020

REACH

670.300

VIEWING TIME

78GG 6H

IG BEST CONTENT

#COMMUNICATION

ONLINE ADVERTISING

Impressions:
7.471.089

Clicks:
45.155

CTA and Endu clicks on website:
5.430

Reach (Meta only):
2.728.736

SOCIAL DATA

FB Reach:
1.9 MLN

FB Followers:
19.063

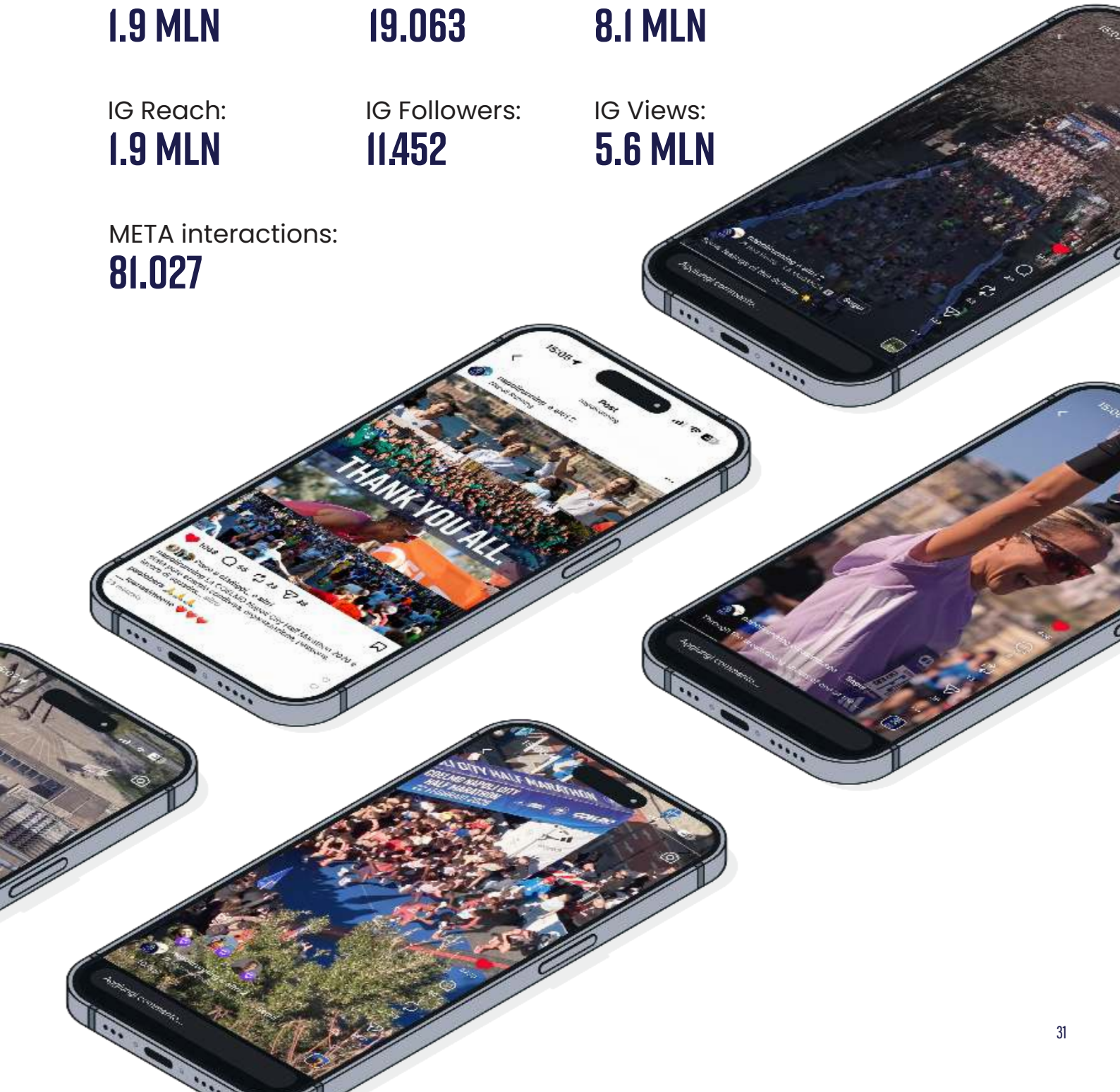
FB Views:
8.1 MLN

IG Reach:
1.9 MLN

IG Followers:
11.452

IG Views:
5.6 MLN

META interactions:
81.027



WEBSITE

Annual users:
159.351

New users:
57.854

Interaction:
526.661

Average stay:
1 MIN 19 SEC

Mobile traffic:
75,7%

Google sessions:
66.152



#COMMUNICATION

NEWSLETTER

Database:
EN: 79.364
IT: 12.331
CZ: 104.091

CTA:
367

Campaigns:
108

Sends:
790.846

Opening rate:
35,51%

Clicks:
16.993



FOOTER NEWSLETTER

MOOVIT

Sent Push Notifications:
50.000

Sent Pop-up Notifications:
50.000

Opened Pop-up Notifications:
37.853



STREAMING & TV

The **Coelmo Napoli City Half Marathon** benefited from extensive and comprehensive video coverage, which effectively showcased both the sporting aspect of the event and the city's story. Through television productions, editorial content and live broadcasts on Napoli Running's digital platforms, the race reached a wider audience, strengthening its national profile and **visibility even beyond the day of the event.**

DOCUMENTARY

sky sport arena

TV appearances:
14

Total Coverage:
109.522

Total AMR:
30.525

Lenght:
12' 55"

Best Coverage:
32.177



"CORRI CON IL COACH"

iCARUS ULTRA
in esclusiva su sky sport

TV appearances:
24

Total Coverage:
300.856

Coverage Period:
FROM 03/03 TO 21/03



SPORTITALIA

Regional TV:
109

Total Coverage:
320.651

Coverage Period:
FROM 03/05 TO 30/05



LIVE STREAMING

Best content views:
INTERNATIONAL LIVE STREAMING
18.485

Total views:
52.105

Viewing time:
6.171

Impressions:
255.822

Click Through Rate:
10,1%

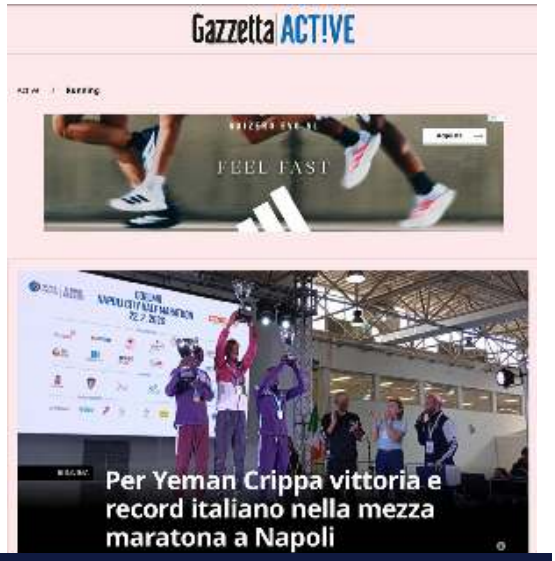


#COMMUNICATION

MEDIA PROMOTION (PRINT & ONLINE)

The press office's work supported the event's positioning through ongoing communication aimed at journalists, sports media and general-interest publications. The provision of a dedicated press centre and media relations efforts helped to raise the event's profile and reinforce its standing within the national running scene.

Press releases:	Press conferences:	Total media coverage:	Total online coverage:	Print media:
21	3	697	559	138



GAZZETTA DELLO SPORT



CORRIERE DEL MEZZOGIORNO



OA SPORT



CORRIERE DELLO SPORT



Yeman Crippa domina la mezza di Napoli. Nuovo record italiano

In una gara perfetta, Yeman Crippa ha trionfato alla Coelmo Napoli City Half Marathon, conquistando il nuovo record italiano sulla distanza della mezza maratona

RUNNER'S WORLD



Crippa record italiano: 59:01 nella mezza!

ATLETICA ITALIANA



IL MATTINO

Nuovo record italiano per Yeman Crippa, 59:01 alla Coelmo Napoli City Half Marathon

Napoli festeggia in grande stile gli onori di Capitale Europea dello Sport 2026

IL MATTINO



Atletica, Yeman Crippa domina la mezza maratona di Napoli: nuovo record italiano

SKY SPORT



Yeman Crippa, un fenomeno alla Napoli Half Marathon: vittoria e primato italiano

di Marco Caiazzo

Il trentino trionfa in 59:01, abbassando il suo record precedente di 25 secondi. Successo per la gara di 21 km sulle strade cittadine con diecimila runner da 117 nazioni

L'ascolto è riservato agli abbonati premium

22 FEBBRAIO 2026 ALLE 10:57

1 MINUTI DI LETTURA

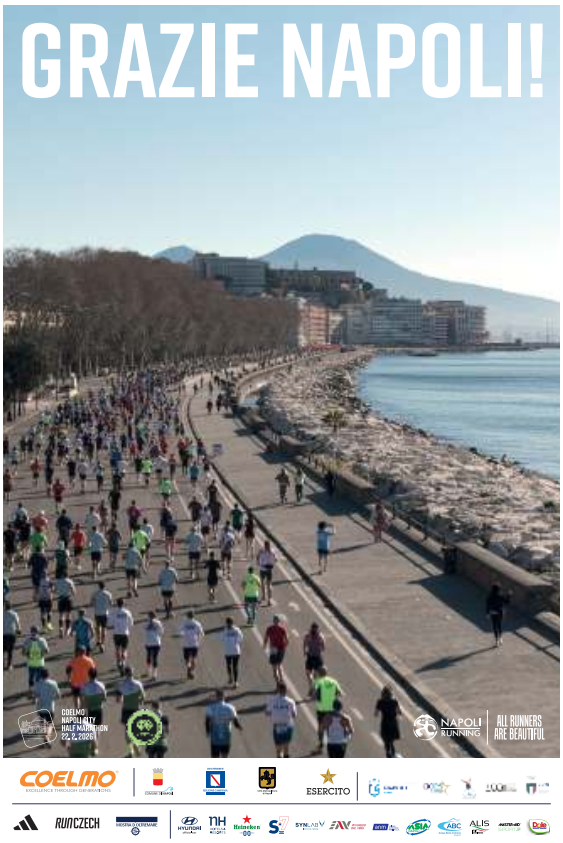
LA REPUBBLICA

#COMMUNICATION

ADVERTISING







National Media Placements:

12

OUTDOOR PROMOTION

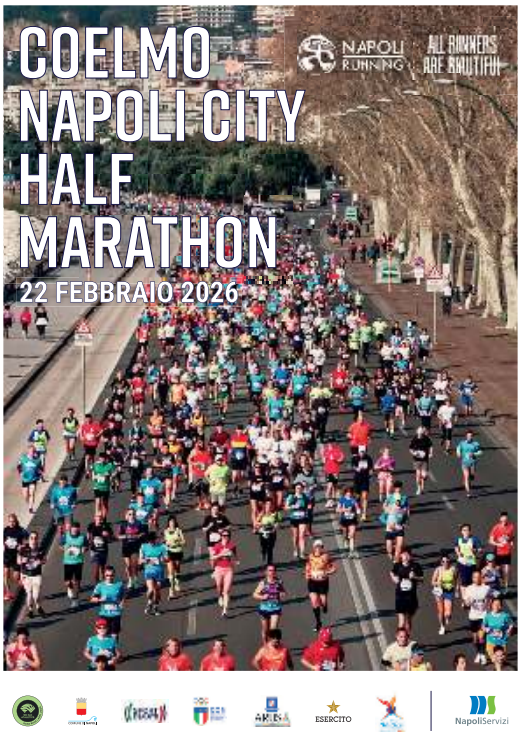
The campaign also found its way into the urban fabric, bringing the event's message beyond digital channels and into the daily life of the city. Billboards, transport networks and signage throughout the area reinforced the race's presence in public spaces, boosting the event's visibility and fostering direct engagement with residents, runners and visitors.

ANM tickets:
300.000

Posters displayed
EAV, ANM, Napoli Servizi:
512

EAV tickets:
20.000

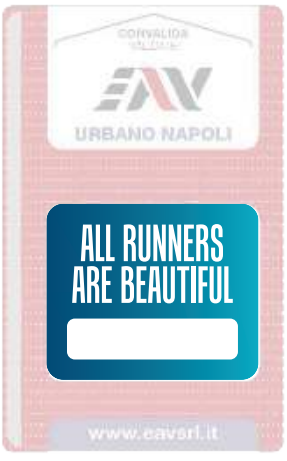
WELCOME ON BOARD *IN MULTIPLE LANGUAGES ON EAV TRAINS*











INTERNATIONAL PROMOTION & DIRECT MARKETING

The **Coelmo Napoli City Half Marathon** has consolidated its international profile thanks to an active presence at major **international running expos**, ongoing engagement with international contacts, the support of **62 international tour operators**, and visibility on the specialist registration portals **Finishers** and **World's Marathons**. This integrated promotional strategy has strengthened the race's positioning in overseas markets and expanded opportunities for engagement with runners and industry professionals.

International EXPOs:
17

International tour operators:
62







VENICE



RAVENNA



PARIS



NICE



FLORENCE



KRAKOV



MILAN



BERLIN



DIPLOMA



EVENT GUIDE



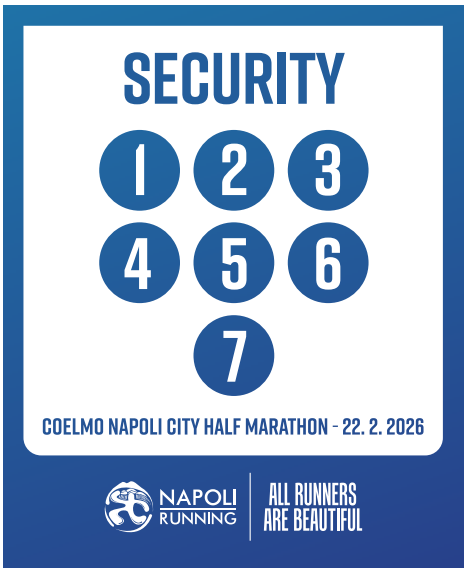
GUEST AREA INVITATION



TECHNICAL ENVELOPE



MEDIA WALL



ACCREDITATION PASS

#INSTITUTIONS

NAPOLI MUNICIPALITY

The growth of the **Coelmo Napoli City Half Marathon** also depends on the ability to ensure effective coordination between the key public bodies involved in organising the event. From security to transport, and from urban services to local policing, this joint effort reinforces the event's status as a sporting fixture of both local and international significance.





NAPOLI EUROPEAN CAPITAL OF SPORT 2026





ITALIAN ARMY







#INSTITUTIONS


HALF MAR
22 FEBBRA
COELMO
00:05:1


ESERCITO
A.S.D. GARIBALDI


ESERCITO


ESERCITO
ESERCITO
ESERCITO



MUNICIPAL POLICE







#INSTITUTIONS

“ANM - AZIENDA NAPOLETANA MOBILITÀ”





PRISON POLICE





“EAV - ENTE AUTONOMO VOLTURNO”











“ASIA - AZIENDA SERVIZI IGIENE AMBIENTALE”





OFFICIAL VIDEO PROMO

“ABC - ACQUA BENE COMUNE”





OFFICIAL VIDEO PROMO

SPORT EXPO

The Coelmo Napoli City Half Marathon has an impact that extends beyond the sporting sphere, driving visitor numbers, spending and visibility for the local area. The growth in participation, the increase in runners from outside the region and from abroad, and the length of time they spend in the city confirm the event's value as a driver of visitor appeal and economic benefits.









STAGE



ENTERTAINMENT



25.759

VISITORS



WALL OF SIGNS



AFTER PARTY

#ECONOMY

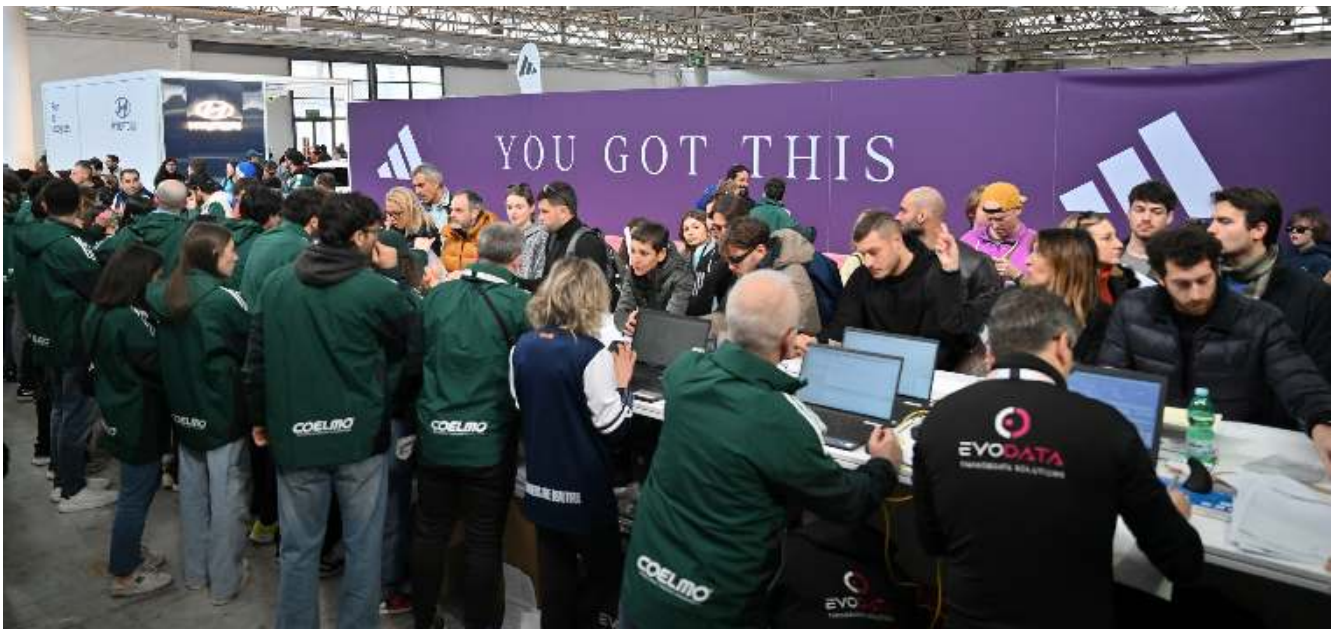

COELMO
ALL RUNNERS ARE BEAUTIFUL
FORZA 0314


WELCOME TO THE
SPORT EXPO




NAPOLI
ALL RUNNERS ARE BEAUTIFUL
COELMO
2528

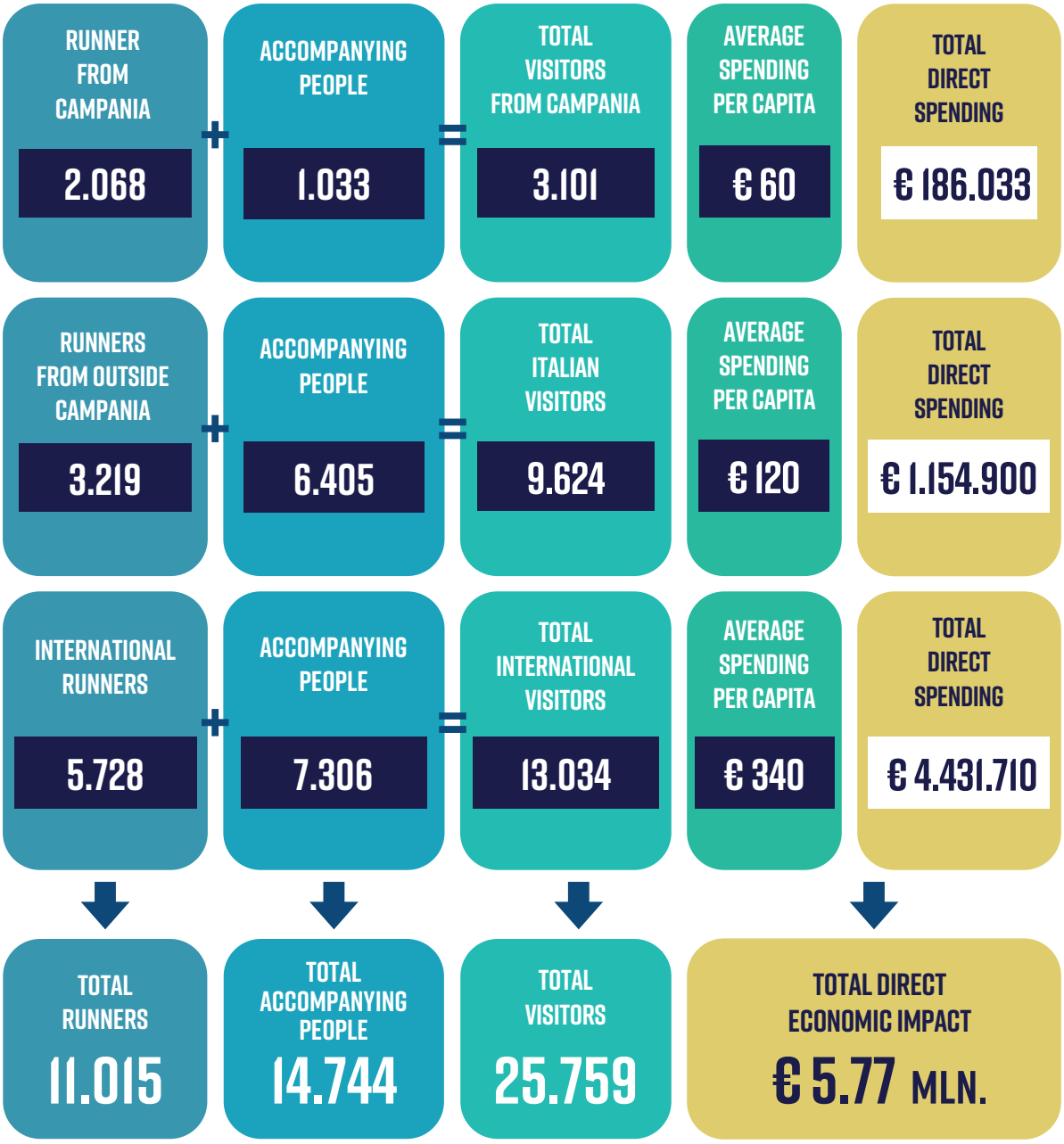



YOU GOT THIS
COELMO
EVODATA


TIPA



TOTAL VISITORS 2026



Note: The calculation of the total number of visitors was obtained from the total number of runners in 2026, applying an estimated coefficient of **+0.499** to calculate the number of accompanying people for runners from Campania, **+1.99** to calculate the number of accompanying people for Italian runners from outside Campania, and **+2.27** to calculate the total number of accompanying people for international runners.

TOTAL DIRECT ECONOMIC IMPACT

TOTAL ITALIAN AND FOREIGN VISITORS



25.759

DIRECT ECONOMIC IMPACT





FOOD & BEVERAGE SERVICES





TRANSPORT SERVICES

€ 5.77 MLN.

79% GDP

INDIRECT ECONOMIC IMPACT









€ 1.56 MLN.

21% GDP

DIRECT ECONOMIC IMPACT	INDIRECT ECONOMIC IMPACT	TOTAL GROSS DOMESTIC PRODUCT
€ 5.77 MLN.	€ 1.56 MLN.	€ 7.33 MLN.

DIRECT ECONOMIC IMPACT	INDIRECT ECONOMIC IMPACT	TOTAL ECONOMIC IMPACT
Changes in the ec onomy resulting from DIRECT SPENDING by the event organisers and visitors (e.g. hotels, restaurants, transport, etc.)	Changes in the economy resulting from the costs that businesses incur in providing services to end users (e.g. purchases of tablecloths, raw materials, fuel, etc.) MULTIPLIER EFFECT	TOTAL direct and indirect economic impact

START AND FINISH





#PARTNERS

FINISH RIBBON



CAR CLOCK



#PARTNERS

MEDALS







CARPET STICKER



BIB



WRISTBAND





TRIANGLES



STARTING GATE TIMER



KILOMETRE MARKERS



DESK AND BANNERS





OFFICIAL T-SHIRT







#PARTNERS

EXPO STANDS





TOWELS





BIG SCREEN



INFLATABLES





UNIFORMS





RACE KIT







#PARTNERS

GUEST AREA







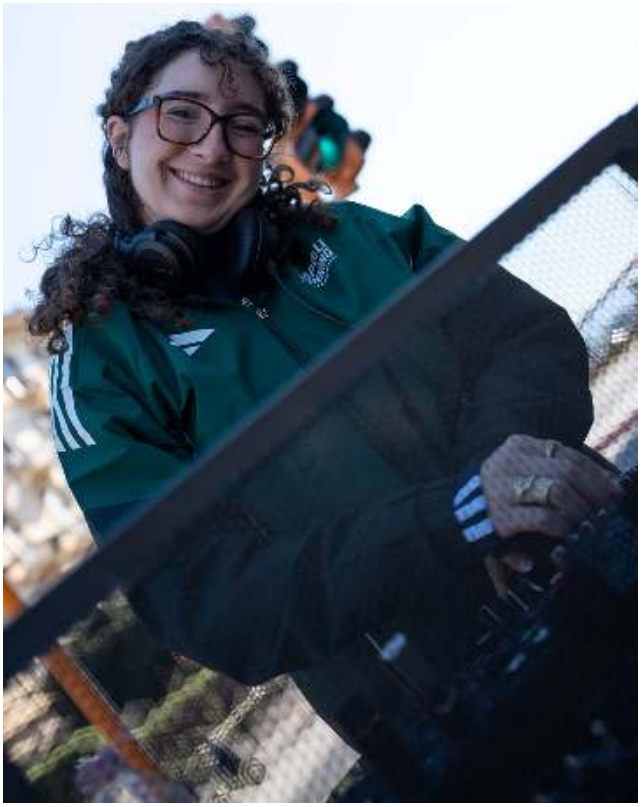
BANNERS ALONG THE COURSE



MOTO MEDIA / STAFF



DJ STATION & AFTER PARTY











NH HOTEL ACCOMODATION





#PARTNERS

SPECIAL ACTIVATIONS



VIDEO PROMO



INJECTION & TV SPOTS

#PARTNERS









REFRESHMENT POINTS



FINAL REFRESHMENT



NAPOLI ROADMAP 2030

Coelmo Napoli City Half Marathon

The **Coelmo Napoli City Half Marathon** was created with a clear vision: to become one of Europe's most iconic running events, combining elite performance, mass participation and a significant impact on the local area. The event's growth strategy is based on **progressive and measurable objectives**, designed to strengthen Napoli's position as one of the **world's leading running destinations**.

2027

The objective is twofold: to target the **race record**, going below 59 minutes, and to reach **12,000 participants**, further raising the competitive level and strengthening the event's appeal for **international-level elite athletes.**

2028

The next step is even more ambitious: to **break the European record** of 58'41" and the race record, while also surpassing **15,000 participants.** The awarding of the **Italian National Half Marathon Championships** will further strengthen the event's positioning.

2029

A definitive positioning leap: entering the **SuperHalfs** circuit, establishing the event as a **global destination for runners**, moving into the low 58-minute range, and consolidating the race among the **top 10 half marathons in Europe**. At this stage, the event will be structured as a limited-entry race, consolidating the cap at **15,000 runners.**

2030

The key milestone will define this phase: the organization of the **European Running Business Conference**, positioning Napoli as a reference hub for the international dialogue on athletics.

At the same time, a strategic focus will be placed on families, with the aim of attracting **5,000 participants to the Family Run & Friends,** an initiative with a strong emphasis on charity and charitable giving.

EUROPEAN ATHLETICS
YOUR SPORT FOR LIFE

SUPER HALFS

EUROPEAN RUNNING BUSINESS CONFERENCE
Napoli 2030

UPCOMING NAPOLI RUNNING EVENTS

“Walk of Life”

With **Walk of Life**, Napoli Running continues its commitment to supporting events that combine sport and charity, reaffirming running as a means of raising awareness and fostering community involvement. The event is a key fixture in the city’s calendar, bringing together a diverse range of people around a shared cause.



“Bosco in Rosa”

The **Bosco in Rosa** reaffirms Napoli Running’s commitment to promoting events that combine wellbeing, participation and social value. Set against the unique backdrop of the Real Bosco di Capodimonte, the event continues to be a celebration of women and the sharing of an open, inclusive and accessible sporting experience.



“Sorrento Positano – La Panoramica”

With **‘Sorrento Positano – La Panoramica’**, Napoli Running is reviving one of the most iconic events on its calendar, one that successfully combines sport, stunning scenery and the region’s unique appeal. More than just a race, it remains an immersive experience that showcases the beauty of the coastline and strengthens the bond between running and the destination.





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