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Visit Benidorm Foundation continues its promotional journey of the running offer of the city, and for this reason since Thursday and for the first time, it participates in the Salon du Running in Paris, which takes place in parallel with the Paris Marathon next Sunday 14, considered today among the five best in the world.

This runner's fair is also one of the largest running themed in Europe and the most important in France. In 2018 it had 90,000 visitors and more than 200 exhibitors that were distributed in the 26,000 m<sup>2</sup> of space.

Therefore, it is expected that this is a great showcase for Benidorm and its offer for lovers of running. During the days of the fair, the Tourism Foundation will take the opportunity to publicize the possibilities that Benidorm offers to runners throughout the year and especially Benidorm Half Marathon, which this year has already broken attendance records and year after year is surpassing .

The objective is to attract French customers interested in outdoor sports thanks to the aerial connectivities that the Costa Blanca has with France and that in recent years have been increasing.