

Area 13.1 Half Marathon, Roswell

DATE: Saturday, August 16, 2025

LOCATION: Atlanta, Georgia, US

Event Description

Area 13.1 Half Marathon, Roswell is a premier sports event in Atlanta. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 35/100

Expected Attendance: 183 people

Event ID: FN6dg3oiisQ3ekVVqA

Hotel Demand Indicators

ADR Impact Index: 4.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 73 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.