

Atlas Marathon

DATE: Saturday, October 11, 2025
LOCATION: Aït Bouguemez, Béni Mellal-Khénifra, MA

Event Description

Atlas Marathon is a premier sports event in Aït Bouguemez. 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: 39/100

Expected Attendance: 273 people

Event ID: GJYmxUax7hrFDS9KUP

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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