

# Banja Luka Marathon

DATE: Sunday, September 28, 2025  
LOCATION: Banja Luka, Republika Srpska, BA

## Event Description

Banja Luka Marathon is a premier sports event in Banja Luka. 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:** 41/100

**Expected Attendance:** 339 people

**Event ID:** 3z5msQaUdUJNN5hAE6

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 136 across all properties

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