

Borneo Half Marathon

DATE: Saturday, February 7, 2026
LOCATION: Kota Kinabalu, Sabah, MY

Event Description

Borneo Half Marathon is a premier sports event in Kota Kinabalu. 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: 276 people

Event ID: 4hxFEeR9VmuFFK5G4A

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: 110 across all properties

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