

# Burj2Burj Half Marathon

DATE: Saturday, February 7, 2026

LOCATION: Dubai, Dubai, AE

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## Event Description

Burj2Burj Half Marathon is a premier sports event in Dubai. 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:** 44/100

**Expected Attendance:** 511 people

**Event ID:** d5GPQCxTFVGeBodCqB

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 204 across all properties

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

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<https://becircadian.com/events/burj2burj-half-marathon>

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