

Cebu Marathon

DATE: Saturday, January 10, 2026
LOCATION: Cebu City, Central Visayas, PH

Event Description

Cebu Marathon is a premier sports event in Cebu City. 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: 47/100

Expected Attendance: 693 people

Event ID: ApKmjHfLsZW5gTkE8Y

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 277 across all properties

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