

# Dongguan Songshan Lake Science City Half Marathon

DATE: Saturday, November 29, 2025  
LOCATION: Dong Guan Shi, Guang Dong Sheng, CN

## Event Description

Dongguan Songshan Lake Science City Half Marathon is a premier sports event in Dong Guan Shi. 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:** 42/100

**Expected Attendance:** 379 people

**Event ID:** 3mt9u2cNQ6kpyJBfTi

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 152 across all properties

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