

# Ehime Marathon

DATE: Saturday, January 31, 2026  
LOCATION: Matsuyama, Ehime, JP

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## Event Description

Ehime Marathon is a premier sports event in Matsuyama. 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:** 78/100

**Expected Attendance:** 24,999 people

**Event ID:** 4G6c8NcFWFphJeDqkQ

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 10,000 across all properties

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

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