

Guangzhou Marathon

DATE: Saturday, December 20, 2025

LOCATION: ^•]b^ , CN

Event Description

Guangzhou Marathon is a premier sports event in ^•]b^ . 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: 48/100

Expected Attendance: 800 people

Event ID: FFpJrBaAEQoHueHHQ5

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 320 across all properties

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

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<https://becircadian.com/events/guangzhou-marathon>

Document generated on 6/3/2026, 10:55:33 PM