

# Guastalla Half Marathon

DATE: Sunday, September 14, 2025  
LOCATION: Guastalla, Emilia-Romagna, IT

---

## Event Description

Guastalla Half Marathon is a premier sports event in Guastalla. 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:** 36/100

**Expected Attendance:** 197 people

**Event ID:** 88t2pEjxieAVWDbWWL

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 79 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/guastalla-half-marathon>

Document generated on 6/3/2026, 9:00:43 PM