

# HeidelbergCement Tbilisi Marathon

DATE: Saturday, September 27, 2025

LOCATION: T'bilisi, Tbilisi, GE

## Event Description

HeidelbergCement Tbilisi Marathon is a premier sports event in T'bilisi. 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:** 402 people

**Event ID:** 9ztrMsbpNzqq2ZXQez

## 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:** 161 across all properties

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