

# Himam Trail Run

DATE: Wednesday, December 10, 2025  
LOCATION: Al Hamra, Ad Dakhiliyah Governorate, OM

## Event Description

Himam Trail Run is a premier sports event in Al Hamra. 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:** 199 people

**Event ID:** 66NKS7kTeb569Q2RKq

## 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:** 80 across all properties

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