

# Ho Chi Minh City Marathon - Vietnam

DATE: Saturday, January 10, 2026

LOCATION: Ho Chi Minh City, VN

## Event Description

Ho Chi Minh City Marathon - Vietnam is a premier sports event in the region. 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:** 46/100

**Expected Attendance:** 658 people

**Event ID:** BZy3z2s9BVM4qeW8MT

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 263 across all properties

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