

Huairou Great Wall Marathon

DATE: Saturday, September 20, 2025

LOCATION: Dongcheng, Beijing, CN

Event Description

Huairou Great Wall Marathon is a premier sports event in Dongcheng. 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: 45/100

Expected Attendance: 563 people

Event ID: D9aWrXq43FjxMpf8Fh

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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