

ICA International Half Marathon

DATE: Saturday, December 13, 2025
LOCATION: Colombo, Western Province, LK

Event Description

ICA International Half Marathon is a premier sports event in Colombo. 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: 41/100

Expected Attendance: 342 people

Event ID: Bf3F6vMsxMpKW6jYUL

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 137 across all properties

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