

Iwate Morioka City Marathon

DATE: Saturday, October 18, 2025

LOCATION: Morioka, Iwate, JP

Event Description

Iwate Morioka City Marathon is a premier sports event in Morioka. 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: 40/100

Expected Attendance: 328 people

Event ID: 9eGMp5gY8Widts6dLT

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 131 across all properties

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