

# King 10k and 1/2 Marathon

DATE: Saturday, August 16, 2025  
LOCATION: Memphis, Tennessee, US

---

## Event Description

King 10k and 1/2 Marathon is a premier sports event in Memphis. 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:** 35/100

**Expected Attendance:** 188 people

**Event ID:** GrM8wMKwCy2CFwL6jk

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 75 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/king-10k-and-12-marathon>

Document generated on 6/4/2026, 12:09:52 AM