

Marathon des Sables Peru

DATE: Saturday, November 29, 2025

LOCATION: Paracas, Ica, PE

Event Description

Marathon des Sables Peru is a premier sports event in Paracas. 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: 33/100

Expected Attendance: 135 people

Event ID: ENeG6XNmB4V3etLAI7

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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