

Medio Maratón la Capital del Deporte

DATE: Sunday, November 9, 2025
LOCATION: San Luis Potosí, San Luis Potosí, MX

Event Description

Medio Maratón la Capital del Deporte is a premier sports event in San Luis Potosí. 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: 34/100

Expected Attendance: 165 people

Event ID: 6XheFTjW8z2rRQ2aqn

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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