

# Medio Maratón Puerto de Veracruz

DATE: Sunday, January 25, 2026  
LOCATION: Boca del Río, Veracruz, MX

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## Event Description

Medio Maratón Puerto de Veracruz is a premier sports event in Boca del Río. 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:** 70/100

**Expected Attendance:** 9,999 people

**Event ID:** GabQ33G2ZVM3HQNRmf

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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