

Most Beautiful Thing Ultra Trail Marathon

DATE: Friday, August 29, 2025
LOCATION: Sumakang, Sabah, MY

Event Description

Most Beautiful Thing Ultra Trail Marathon is a premier sports event in Sumakang. 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: 137 people

Event ID: BN68QXaHn2LY38Dy3y

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: 55 across all properties

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