

# Nara Marathon

DATE: Saturday, December 13, 2025

LOCATION: Nara, Nara, JP

## Event Description

Nara Marathon is a premier sports event in Nara. 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:** 78/100

**Expected Attendance:** 24,999 people

**Event ID:** DtackLWfNdrQRGNwn3

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 10,000 across all properties

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