

National Treasure Matsue Castle Marathon

DATE: Saturday, December 6, 2025

LOCATION: Matsue, Shimane, JP

Event Description

National Treasure Matsue Castle Marathon is a premier sports event in Matsue. 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: 40/100

Expected Attendance: 316 people

Event ID: 6g9sj9UzQ44xniNyDL

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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