

# Official 26.2mi Inca Trail Marathon and 18 mi Incathon

DATE: Wednesday, August 27, 2025  
LOCATION: Cusco, Cuzco, PE

## Event Description

Official 26.2mi Inca Trail Marathon and 18 mi Incathon is a premier sports event in Cusco. 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:** 30/100

**Expected Attendance:** 99 people

**Event ID:** 9ozHfbzfYZ9g89Zv5X

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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