

Reggae Marathon, Half Marathon, 10k & 5K

DATE: Sunday, December 7, 2025
LOCATION: Negril, Westmoreland Parish, JM

Event Description

Reggae Marathon, Half Marathon, 10k & 5K is a premier sports event in Negril. 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: 64/100

Expected Attendance: 4,999 people

Event ID: HR9jRooGap2GEvNPgV

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,000 across all properties

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