

RUMBO Á TCS TORONTO WATERFRONT MARATHON — CDMX 10K

DATE: Sunday, September 14, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

RUMBO Á TCS TORONTO WATERFRONT MARATHON — CDMX 10K is a premier sports event in Ciudad de México. 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: 39/100

Expected Attendance: 281 people

Event ID: 94JT7xsMerCkQ4RTC2

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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