

# Shimanto River Ultra Marathon

DATE: Saturday, October 18, 2025

LOCATION: Shimanto, Kochi, JP

## Event Description

Shimanto River Ultra Marathon is a premier sports event in Shimanto. 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:** 35/100

**Expected Attendance:** 169 people

**Event ID:** HMt9xiRoz3z8AcT5w2

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 68 across all properties

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