

Sunrise Marathon LOS ANGELES

DATE: Saturday, August 30, 2025
LOCATION: Santa Monica, California, US

Event Description

Sunrise Marathon LOS ANGELES is a premier sports event in Santa Monica. 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: 38/100

Expected Attendance: 240 people

Event ID: Bh7zKnqHXJzMR6Euo6

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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