

The Great Wall of China Marathon Autumn

DATE: Saturday, October 25, 2025
LOCATION: Dongcheng, Beijing, CN

Event Description

The Great Wall of China Marathon Autumn is a premier sports event in Dongcheng. 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: 49/100

Expected Attendance: 861 people

Event ID: 83TWZ4mbp4Yp4yjV52

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 344 across all properties

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