

The Riley Trails Marathon and Relay

DATE: Saturday, August 16, 2025
LOCATION: Holland, Michigan, US

Event Description

The Riley Trails Marathon and Relay is a premier sports event in Holland. 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: 36/100

Expected Attendance: 196 people

Event ID: EBFbmEwuZ8jkXGdFh4

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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