

UWI-SPEC International Half Marathon

DATE: Sunday, October 26, 2025

LOCATION: Saint Augustine, Tunapuna/Piarco Regional Corporation, TT

Event Description

UWI-SPEC International Half Marathon is a premier sports event in Saint Augustine. 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: 50/100

Expected Attendance: 999 people

Event ID: Guobygq5m97tiFnduv

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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