

Wild Wild West Marathon & Ultra

DATE: Saturday, October 4, 2025
LOCATION: Lone Pine, California, US

Event Description

Wild Wild West Marathon & Ultra is a premier sports event in Lone Pine. 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: 28/100

Expected Attendance: 80 people

Event ID: 4CRT92NSH92ECvsGWZ

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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

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Document generated on 6/4/2026, 1:51:47 AM