

# Xiamen Huandong Half Marathon

DATE: Saturday, December 20, 2025  
LOCATION: Xia Men Shi, Fu Jian Sheng, CN

## Event Description

Xiamen Huandong Half Marathon is a premier sports event in Xia Men Shi. 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:** 46/100

**Expected Attendance:** 624 people

**Event ID:** 3RY3h5Tq3vJqnq6qbY

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 250 across all properties

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