

Xichang Lake Wetland Marathon

DATE: Saturday, November 1, 2025

LOCATION: QÉ\q_jeï•êl»]P, VÛJÝw, CN

Event Description

Xichang Lake Wetland Marathon is a premier sports event in QÉ\q_jeï•êl»]P. 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: 608 people

Event ID: 64P23AdhvaUnNfUipu

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: 243 across all properties

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