

# Yarche Tomsk International Marathon

DATE: Saturday, September 6, 2025  
LOCATION: Tomsk, Tomskaya oblast', RU

## Event Description

Yarche Tomsk International Marathon is a premier sports event in Tomsk. 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:** 42/100

**Expected Attendance:** 411 people

**Event ID:** 9FEtkqteMQRXs9Jm47

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 164 across all properties

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