

Yellow River Estuary Dongying Marathon

DATE: Saturday, October 18, 2025
LOCATION: Dong Ying Shi, Shan Dong Sheng, CN

Event Description

Yellow River Estuary Dongying Marathon is a premier sports event in Dong Ying 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: 36/100

Expected Attendance: 191 people

Event ID: A3uroJtNupywm6Y7zK

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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