

# Yiwu Half Marathon

DATE: Saturday, November 22, 2025  
LOCATION: Jin Hua Shi, Zhe Jiang Sheng, CN

## Event Description

Yiwu Half Marathon is a premier sports event in Jin Hua 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:** 44/100

**Expected Attendance:** 484 people

**Event ID:** 9h5q38bErjNCwiNevH

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 194 across all properties

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