

4ª JARU CITY RUN 2025. 5K - 10K

DATE: Sunday, September 14, 2025

LOCATION: Setor 05, Rondônia, BR

Event Description

4ª JARU CITY RUN 2025. 5K - 10K is a premier sports event in Setor 05. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 4Xx8VgBMGemGFJHCtg

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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