

AIA Pink Run_Charity Run (Awareness Breast Cancer)

DATE: Saturday, October 18, 2025
LOCATION: Phnom Penh, Phnom Penh, KH

Event Description

AIA Pink Run_Charity Run (Awareness Breast Cancer) is a premier sports event in Phnom Penh. 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: 43/100

Expected Attendance: 442 people

Event ID: A6x8gv7Y48iX3Hh7xR

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: 177 across all properties

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