

ASICS Blast Event x Running Bear Alderley Edge

DATE: Wednesday, October 8, 2025
LOCATION: Alderley Edge, England, GB

Event Description

ASICS Blast Event x Running Bear Alderley Edge is a premier community event in Alderley Edge. 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: community

Importance Rank: 28/100

Expected Attendance: 78 people

Event ID: DFqaTy74TFQmYNCUjQ

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 31 across all properties

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