

Atleticom We Run Rome

DATE: Wednesday, December 31, 2025

LOCATION: Roma, Lazio, IT

Event Description

Atleticom We Run Rome is a premier sports event in Roma. 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: 210 people

Event ID: C4UfrNmTjRtG65DYmu

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: 84 across all properties

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