

Bariloche Running Ultra Trail - BRUT

DATE: Saturday, November 29, 2025
LOCATION: San Carlos de Bariloche, Río Negro, AR

Event Description

Bariloche Running Ultra Trail - BRUT is a premier sports event in San Carlos de Bariloche. 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: 40/100

Expected Attendance: 333 people

Event ID: 98KxxFvQVpm6DZSP2J

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 133 across all properties

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