

Born to Run The Great North Run (and why it's healthy)

DATE: Friday, September 5, 2025
LOCATION: Newcastle upon Tyne, England, GB

Event Description

Born to Run The Great North Run (and why it's healthy) is a premier conferences event in Newcastle upon Tyne. 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: conferences

Importance Rank: 34/100

Expected Attendance: 150 people

Event ID: EaXErXCvJizU6a4SS

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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