

Brooks x Start Fitness x Runna - Great North Run Shakeout

DATE: Saturday, September 6, 2025
LOCATION: Newcastle upon Tyne, England, GB

Event Description

Brooks x Start Fitness x Runna - Great North Run Shakeout is a premier community 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: community
Importance Rank: 35/100
Expected Attendance: 183 people
Event ID: 7vGdQsWc4YxQb85Pqq

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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

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