

# Chirk Castle Dark Run

DATE: Saturday, October 18, 2025

LOCATION: Wrexham, Wales, GB

## Event Description

Chirk Castle Dark Run is a premier community event in Wrexham. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 36eYqkDTTdNct495Km

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/chirk-castle-dark-run>

Document generated on 6/4/2026, 12:26:18 AM