

# CRC X HOKA Cheltenham Half Shake Out Run

DATE: Friday, September 19, 2025  
LOCATION: Bishops Cleeve, England, GB

## Event Description

CRC X HOKA Cheltenham Half Shake Out Run is a premier community event in Bishops Cleeve. 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:** 23/100

**Expected Attendance:** 47 people

**Event ID:** ETbEHZ9CBoZvvabNfy

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 19 across all properties

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