

Downtown Jingle 5K

DATE: Sunday, December 14, 2025
LOCATION: Providence, Rhode Island, US

Event Description

Downtown Jingle 5K is a premier sports event in Providence. 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: 35/100
Expected Attendance: 185 people
Event ID: FVMug9dgna9pGsVKHS

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: 74 across all properties

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