

# Family Challenge Ride - River / Seafront (approx. 10+ mile ride) (WM)

DATE: Monday, August 18, 2025  
LOCATION: Sunderland, England, GB

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## Event Description

Family Challenge Ride - River / Seafront (approx. 10+ mile ride) (WM) is a premier community event in Sunderland. 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:** 6AkwTzBfT4cUWBC9F3

## 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.*

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