

Fort Gordon Color Run 5K/3K

DATE: Saturday, August 16, 2025
LOCATION: Augusta, Georgia, US

Event Description

Fort Gordon Color Run 5K/3K is a premier sports event in Augusta. 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: 30/100

Expected Attendance: 100 people

Event ID: DHR3VuLnm5HAvk3hZN

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.
