

Hearts For RMHC 5k/10k Run/Walk 1 Mile Walk and Kid's Fun Run

DATE: Sunday, August 17, 2025
LOCATION: Parkville, Missouri, US

Event Description

Hearts For RMHC 5k/10k Run/Walk 1 Mile Walk and Kid's Fun Run is a premier sports event in Parkville. 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: 31/100
Expected Attendance: 109 people
Event ID: 8jc7vvt44SSEp4vLTx

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: 44 across all properties

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