

# Heroes & Villains Trail Run

DATE: Friday, November 28, 2025  
LOCATION: Little River, Victoria, AU

## Event Description

Heroes & Villains Trail Run is a premier sports event in Little River. 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:** 29/100

**Expected Attendance:** 87 people

**Event ID:** EgGtrYuJqXhiie2iup

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 35 across all properties

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