

# Hot Hatch Chile Run, Walk, & Roll 10K & 5K, 1M Fun Run

DATE: Saturday, August 16, 2025  
LOCATION: Southlake, Texas, US

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## Event Description

Hot Hatch Chile Run, Walk, & Roll 10K & 5K, 1M Fun Run is a premier sports event in Southlake. 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:** 92 people  
**Event ID:** aZXoBHpmi2ciAnBMLx

## 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:** 37 across all properties

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

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