

# IRONMAN Wales

DATE: Saturday, September 20, 2025  
LOCATION: Tenby, Wales, GB

## Event Description

IRONMAN Wales is a premier sports event in Tenby. 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:** 66/100

**Expected Attendance:** 6,500 people

**Event ID:** CmYLncPa5o8B2FaJYN

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,600 across all properties

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