

KAILAS Northeast 100 Lake Songhua Mountain Running Race

DATE: Friday, August 22, 2025
LOCATION: Chang Chun Shi, Ji Lin Sheng, CN

Event Description

KAILAS Northeast 100 Lake Songhua Mountain Running Race is a premier sports event in Chang Chun Shi. 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: 106 people

Event ID: EJ7Cwuc3zh62SAiRu9

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: 42 across all properties

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