

# Kilómetro Uno Social late Run - Jueves02/10 –20:00h

DATE: Thursday, October 2, 2025  
LOCATION: Reus, Catalunya, ES

## Event Description

Kilómetro Uno Social late Run - Jueves02/10 –20:00h is a premier community event in Reus. 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:** community

**Importance Rank:** 26/100

**Expected Attendance:** 66 people

**Event ID:** CTPasNXfy8n3ceFotr

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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