

# Love Luton RunFest - 5K, 10K

DATE: Sunday, October 12, 2025

LOCATION: Luton, England, GB

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## Event Description

Love Luton RunFest - 5K, 10K is a premier sports event in Luton. 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:** 64/100

**Expected Attendance:** 4,999 people

**Event ID:** 7Fm2jqCxrWhz7LTuWt

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,000 across all properties

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