

Mental Health on Track - 24 hour Ultramarathon

DATE: Friday, August 29, 2025
LOCATION: Burton-on-Trent, England, GB

Event Description

Mental Health on Track - 24 hour Ultramarathon is a premier community event in Burton-on-Trent. 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: 30/100

Expected Attendance: 100 people

Event ID: 4aTzLSm5Rs4Di7VGoF

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: 40 across all properties

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