

Middlesbrough 10K

DATE: Sunday, August 31, 2025
LOCATION: Middlesbrough, England, GB

Event Description

Middlesbrough 10K is a premier sports event in Middlesbrough. 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: 34/100
Expected Attendance: 157 people
Event ID: 98t8Gm2EpamCvSESc

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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