

Model 5K Blue Devil faMily Trail Run

DATE: Saturday, October 4, 2025

LOCATION: Rome, Georgia, US

Event Description

Model 5K Blue Devil faMily Trail Run is a premier sports event in Rome. 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: 28/100

Expected Attendance: 80 people

Event ID: 5qtxwSEiT6VehiPKVp

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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