

Pink Smile 5K Cancer Charity Walk – Supporting People of Colour

DATE: Saturday, October 18, 2025
LOCATION: Bedford, England, GB

Event Description

Pink Smile 5K Cancer Charity Walk – Supporting People of Colour is a premier community event in Bedford. 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: 36/100
Expected Attendance: 200 people
Event ID: EBkAAKSjgNCGjZaubN

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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