

Potters 'Arf Marathon

DATE: Saturday, September 27, 2025
LOCATION: Stoke-on-Trent, England, GB

Event Description

Potters 'Arf Marathon is a premier sports event in Stoke-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: sports

Importance Rank: 64/100

Expected Attendance: 4,999 people

Event ID: GFVv2LQhxFcnPBM3b6

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.