

# Project 61 5K Fundraiser

DATE: Saturday, August 16, 2025

LOCATION: Sullivan, Illinois, US

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## Event Description

Project 61 5K Fundraiser is a premier sports event in Sullivan. 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:** 25/100

**Expected Attendance:** 54 people

**Event ID:** GDCT2Tn9oXc44pYxgj

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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