

Race 2 the Pot Belly

DATE: Thursday, November 6, 2025
LOCATION: Capital Hill, Australian Capital Territory, AU

Event Description

Race 2 the Pot Belly is a premier sports event in Capital Hill. 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: 30/100

Expected Attendance: 100 people

Event ID: Gb6bDK7pk2Rq5ZEXwg

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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