

Rotary Bug Run 5K Run/Walk

DATE: Saturday, August 16, 2025

LOCATION: Belfast, Maine, US

Event Description

Rotary Bug Run 5K Run/Walk is a premier sports event in Belfast. 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: 102 people

Event ID: 3vSg68qiCKQ98ccHNV

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: 41 across all properties

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