

# Run Armagh: Midnight Marathon: 6 Hour Challenge

DATE: Friday, August 22, 2025  
LOCATION: Armagh, Northern Ireland, GB

## Event Description

Run Armagh: Midnight Marathon: 6 Hour Challenge is a premier community event in Armagh. 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:** 35/100

**Expected Attendance:** 184 people

**Event ID:** 4gRxbw2nAKKzbizTfs

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 74 across all properties

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