

# Run For The Health Of It - La Canada

DATE: Sunday, August 17, 2025  
LOCATION: La Cañada Flintridge, California, US

---

## Event Description

Run For The Health Of It - La Canada is a premier sports event in La Cañada Flintridge. 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:** 31/100

**Expected Attendance:** 116 people

**Event ID:** 5nFZQTzcZbRuWXaVQE

## 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:** 46 across all properties

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