

# Runningman 2025

DATE: Friday, September 12, 2025  
LOCATION: Rome, Georgia, US

## Event Description

Runningman 2025 is a premier festivals event in Rome. 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:** festivals

**Importance Rank:** 50/100

**Expected Attendance:** 1,053 people

**Event ID:** Em45oShyWEhuUf7oUa

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 421 across all properties

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