

# Sigma Sports Oakham x Rapha W100

DATE: Saturday, September 13, 2025

LOCATION: Oakham, England, GB

## Event Description

Sigma Sports Oakham x Rapha W100 is a premier community event in Oakham. 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:** 36/100

**Expected Attendance:** 195 people

**Event ID:** 3H8DzFSkSjmSCKqH8k

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 78 across all properties

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