

# Social Training Run #2

DATE: Saturday, August 23, 2025  
LOCATION: Coffs Harbour, New South Wales, AU

---

## Event Description

Social Training Run #2 is a premier community event in Coffs Harbour. 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:** 30/100

**Expected Attendance:** 98 people

**Event ID:** DMHf9asUvzZzLgZ6ut

## 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:** 39 across all properties

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

---