

Sports Direct x EveryRun x ASICS GT-2000 Run Club

DATE: Thursday, September 11, 2025
LOCATION: Cork, County Cork, IE

Event Description

Sports Direct x EveryRun x ASICS GT-2000 Run Club is a premier community event in Cork. 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: 100 people

Event ID: A5R4UusYC5nVNwP25K

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: 40 across all properties

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