

Swans Labour Day 5K Road Race

DATE: Monday, September 1, 2025
LOCATION: Hamilton, Pembroke Parish, BM

Event Description

Swans Labour Day 5K Road Race is a premier sports event in Hamilton. 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: 35/100

Expected Attendance: 169 people

Event ID: E2Dt7b2zTgc5QHGXcK

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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