

Thames Trail Ultra

DATE: Saturday, October 25, 2025
LOCATION: Henley-on-Thames, England, GB

Event Description

Thames Trail Ultra is a premier sports event in Henley-on-Thames. 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: 32/100

Expected Attendance: 125 people

Event ID: B7Y9MHKHQ6VXnL7XHL

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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