

The Last Long Run - powered by lululemon

DATE: Sunday, September 28, 2025
LOCATION: Newmarket, Ontario, CA

Event Description

The Last Long Run - powered by lululemon is a premier community event in Newmarket. 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: q6sE8GtLY5ZKq2P5kT

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.