

Trail of The Kings - Lake Toba by UTMB

DATE: Friday, October 17, 2025

LOCATION: Sumatera Utara, ID

Event Description

Trail of The Kings - Lake Toba by UTMB is a premier sports event in the region. 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: 34/100

Expected Attendance: 157 people

Event ID: E4vuCbtqWbNcDZcPCW

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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