

Trails & Tarmac Back Yard Ultra

DATE: Thursday, September 18, 2025

LOCATION: Crickhowell, Cymru, GB

Event Description

Trails & Tarmac Back Yard Ultra is a premier sports event in Crickhowell. 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: 129 people

Event ID: BvqoeN36L23hBGdhjH

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: 52 across all properties

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