

Two Bays Trail Run

DATE: Saturday, January 10, 2026

LOCATION: Dromana, Victoria, AU

Event Description

Two Bays Trail Run is a premier sports event in Dromana. 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: 33/100

Expected Attendance: 145 people

Event ID: 6z2dKx7ij25k9f9s2v

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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