

UNESA RUN FEST 5K: Glow in The Dark

DATE: Friday, August 22, 2025
LOCATION: East Java, ID

Event Description

UNESA RUN FEST 5K: Glow in The Dark 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: 37/100

Expected Attendance: 222 people

Event ID: 3AgxDUPY86HNg8vEXd

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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