

West Lake Trail

DATE: Friday, October 31, 2025
LOCATION: gm]P^, CN

Event Description

West Lake Trail is a premier sports event in gm]P^. 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: 38/100

Expected Attendance: 254 people

Event ID: 6nED8m7R7sH6PwYcgV

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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