

Word of Life 5K Run and Walk (The Chase!)

DATE: Saturday, October 11, 2025

LOCATION: Warwick Parish, BM

Event Description

Word of Life 5K Run and Walk (The Chase!) 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: 33/100

Expected Attendance: 135 people

Event ID: Phb7VRozsLMRt7wLhh

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: 54 across all properties

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