

10 km des Loups Gris

DATE: Saturday, September 27, 2025

LOCATION: Magny-lès-Aubigny, Bourgogne-Franche-Comté, FR

Event Description

10 km des Loups Gris is a premier sports event in Magny-lès-Aubigny. 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: 30/100

Expected Attendance: 98 people

Event ID: DgaQAZzcyUNeQiPN5h

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 39 across all properties

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

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