

# BIKE TO THE ROCK

DATE: Friday, September 26, 2025  
LOCATION: Ban Poun Song, Houaphanh Province, LA

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## Event Description

BIKE TO THE ROCK is a premier sports event in Ban Poun Song. 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:** 29/100

**Expected Attendance:** 92 people

**Event ID:** 7eb6r38SCdEThfLLTW

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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

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