

Boulogne sur Mer Urban Trail Côte d'Opale

DATE: Saturday, November 29, 2025
LOCATION: Boulogne-sur-Mer, Hauts-de-France, FR

Event Description

Boulogne sur Mer Urban Trail Côte d'Opale is a premier sports event in Boulogne-sur-Mer. 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: 64/100

Expected Attendance: 4,999 people

Event ID: 4yWhPdZtySndvPfxZ4

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,000 across all properties

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