

Chartreuse Backyard Ultra

DATE: Friday, October 31, 2025

LOCATION: Saint-Laurent-du-Pont, Auvergne-Rhône-Alpes, FR

Event Description

Chartreuse Backyard Ultra is a premier sports event in Saint-Laurent-du-Pont. 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: 91 people

Event ID: BGHSh5Bz9agTUpWHW3

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: 36 across all properties

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