

# Courir pour des Pommes

DATE: Sunday, September 28, 2025  
LOCATION: Saint-Martin-la-Plaine, Auvergne-Rhône-Alpes, FR

## Event Description

Courir pour des Pommes is a premier sports event in Saint-Martin-la-Plaine. 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:** 140 people

**Event ID:** 8WpjK9dPwUDpnrCbNA

## 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:** 56 across all properties

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