

Course de la Chataîgne

DATE: Saturday, October 18, 2025
LOCATION: La Tour-en-Jarez, Auvergne-Rhône-Alpes, FR

Event Description

Course de la Chataîgne is a premier sports event in La Tour-en-Jarez. 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: 89 people

Event ID: BV4i9SUiST9PKEcC8i

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.