

Jigger Johnson Trail Races

DATE: Friday, August 15, 2025
LOCATION: Waterville Valley, New Hampshire, US

Event Description

Jigger Johnson Trail Races is a premier sports event in Waterville Valley. 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: 32/100

Expected Attendance: 121 people

Event ID: 8Qf4dw4ewU2PzAj7R

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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