

La Montée du Mont Thou

DATE: Monday, December 8, 2025

LOCATION: Saint-Romain-au-Mont-d'Or, Auvergne-Rhône-Alpes, FR

Event Description

La Montée du Mont Thou is a premier sports event in Saint-Romain-au-Mont-d'Or. 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: 34/100

Expected Attendance: 152 people

Event ID: 5yWA7k5mbd4uQ6cZTY

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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