

Le Trail Diabolique du Grand Cognac

DATE: Saturday, October 25, 2025
LOCATION: Bourg-Charente, Nouvelle-Aquitaine, FR

Event Description

Le Trail Diabolique du Grand Cognac is a premier sports event in Bourg-Charente. 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: 31/100

Expected Attendance: 108 people

Event ID: n3QomBqs5Hpu6uBmHm

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 43 across all properties

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