

Marathon International du Beaujolais

DATE: Saturday, November 22, 2025
LOCATION: Villefranche-sur-Saône, Auvergne-Rhône-Alpes, FR

Event Description

Marathon International du Beaujolais is a premier sports event in Villefranche-sur-Saône. 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: 78/100

Expected Attendance: 24,999 people

Event ID: 8EXXF7pa5XJ4fXGPcx

Hotel Demand Indicators

ADR Impact Index: 8.1x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 10,000 across all properties

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