

Mimo Trail

DATE: Sunday, December 7, 2025

LOCATION: Mandelieu-la-Napoule, Provence-Alpes-Côte d'Azur, FR

Event Description

Mimo Trail is a premier sports event in Mandelieu-la-Napoule. 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: 33/100

Expected Attendance: 144 people

Event ID: 7hcTUT9TzuyxfuRHxX

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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