

Run in Montluc

DATE: Saturday, October 11, 2025
LOCATION: Saint-Étienne-de-Montluc, Pays de la Loire, FR

Event Description

Run in Montluc is a premier sports event in Saint-Étienne-de-Montluc. 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: Bsp7sZNYUdHnWN9Np8

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.
