

Run the Wild - Tour du Mont Blanc

DATE: Thursday, September 4, 2025

LOCATION: Chamonix-Mont-Blanc, Auvergne-Rhône-Alpes, FR

Event Description

Run the Wild - Tour du Mont Blanc is a premier sports event in Chamonix-Mont-Blanc. 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: 30/100

Expected Attendance: 99 people

Event ID: EggqvMWLeNz6P8wLHS

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: 40 across all properties

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

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