

SunGod Vertical Kilometre Challenge!

DATE: Thursday, August 28, 2025
LOCATION: Chamonix-Mont-Blanc, Auvergne-Rhône-Alpes, FR

Event Description

SunGod Vertical Kilometre Challenge! is a premier community 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: community
Importance Rank: 36/100
Expected Attendance: 200 people
Event ID: 8nJyz2nS7jh394dpYP

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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

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