

SuperTrail du Barlatay

DATE: Friday, August 15, 2025
LOCATION: Château-d'Oex, Vaud, CH

Event Description

SuperTrail du Barlatay is a premier sports event in Château-d'Oex. 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: 50/100

Expected Attendance: 999 people

Event ID: C2UWvcGotPqHnHe2jw

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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