

Sur les Traces du GR9

DATE: Saturday, January 31, 2026
LOCATION: Nyons, Auvergne-Rhône-Alpes, FR

Event Description

Sur les Traces du GR9 is a premier sports event in Nyons. 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: 137 people

Event ID: BGvExD3XqV9XYt3LkC

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: 55 across all properties

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