

Swimrun Côte d'Azur

DATE: Sunday, October 19, 2025
LOCATION: Beaulieu-sur-Mer, Provence-Alpes-Côte d'Azur, FR

Event Description

Swimrun Côte d'Azur is a premier sports event in Beaulieu-sur-Mer. 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: 29/100

Expected Attendance: 92 people

Event ID: 42PtGgiyaiEwwEUqfD

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 37 across all properties

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