

Swimrun des Gorges de la Loire by Harmonie Mutuelle

DATE: Friday, September 12, 2025
LOCATION: Saint-Étienne, Auvergne-Rhône-Alpes, FR

Event Description

Swimrun des Gorges de la Loire by Harmonie Mutuelle is a premier sports event in Saint-Étienne. 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: 98 people

Event ID: GXNxTEQk6E82XW6Dzw

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: 39 across all properties

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