

Trail de la Croix des Têtes

DATE: Sunday, September 7, 2025

LOCATION: Saint-Julien-Mont-Denis, Auvergne-Rhône-Alpes, FR

Event Description

Trail de la Croix des Têtes is a premier sports event in Saint-Julien-Mont-Denis. 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: 31/100

Expected Attendance: 116 people

Event ID: FQMPrZNKQhkvn8Wbk5

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: 46 across all properties

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