

Trail de la Côte de Jade

DATE: Saturday, November 15, 2025
LOCATION: Saint-Michel-Chef-Chef, Pays de la Loire, FR

Event Description

Trail de la Côte de Jade is a premier sports event in Saint-Michel-Chef-Chef. 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: 143 people

Event ID: ArSCgjFiBfGwX79mx5

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: 57 across all properties

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