

Trail des 3 Villages

DATE: Sunday, September 28, 2025
LOCATION: Villieu-Loyes-Mollon, Auvergne-Rhône-Alpes, FR

Event Description

Trail des 3 Villages is a premier sports event in Villieu-Loyes-Mollon. 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: 138 people

Event ID: HbG9T4sZxSf5WHNgCM

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.