

Trail des Ajaux

DATE: Saturday, September 27, 2025
LOCATION: Châlons-en-Champagne, Grand Est, FR

Event Description

Trail des Ajaux is a premier sports event in Châlons-en-Champagne. 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: 111 people

Event ID: H6CAyEvXDKPeSzchpV

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: 44 across all properties

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