

# Trail des Tard Venus

DATE: Sunday, September 7, 2025  
LOCATION: Brignais, Auvergne-Rhône-Alpes, FR

## Event Description

Trail des Tard Venus is a premier sports event in Brignais. 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:** 34/100

**Expected Attendance:** 158 people

**Event ID:** G2K7GH69Ksc9e5MxFp

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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