

Trail et Marche de la Madone

DATE: Sunday, September 14, 2025
LOCATION: Varsberg, Grand Est, FR

Event Description

Trail et Marche de la Madone is a premier sports event in Varsberg. 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: 145 people

Event ID: B3SkULpvQmFKe6QiLA

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: 58 across all properties

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