

Trail Fort et Vert

DATE: Saturday, January 31, 2026
LOCATION: Mesnières-en-Bray, Normandie, FR

Event Description

Trail Fort et Vert is a premier sports event in Mesnières-en-Bray. 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: 30/100

Expected Attendance: 97 people

Event ID: VVys5aFtVmByb7JVX

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: 39 across all properties

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