

# Turkcell Gran Fondo Izmir

DATE: Saturday, September 13, 2025

LOCATION: İzmir, TR

## Event Description

Turkcell Gran Fondo Izmir is a premier sports event in the region. 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:** 164 people

**Event ID:** 7aWkeU5ZG3GkWymGxJ

## 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:** 66 across all properties

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

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<https://becircadian.com/events/turkcell-gran-fondo-izmir>

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