

Ultra Tour Mt. Siguniang (Four Sisters Mountain)

DATE: Thursday, October 30, 2025

LOCATION: 四川省凉山彝族自治州西昌市, 中国

Event Description

Ultra Tour Mt. Siguniang (Four Sisters Mountain) is a premier sports event in 四川省凉山彝族自治州西昌市. This event attracts thousands of 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: 36/100

Expected Attendance: 196 people

Event ID: 8GURUCSPMUBYdUoiWi

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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