

Ultra Trail de la Serra de Montsant

DATE: Friday, October 10, 2025
LOCATION: Cornudella de Montsant, Catalunya, ES

Event Description

Ultra Trail de la Serra de Montsant is a premier sports event in Cornudella de Montsant. 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: 28/100

Expected Attendance: 80 people

Event ID: FP8FZC8g4pLtNBTNuN

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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