

Ultra Trail des 3 Ponts

DATE: Friday, September 19, 2025
LOCATION: Gruchet-le-Valasse, Normandie, FR

Event Description

Ultra Trail des 3 Ponts is a premier sports event in Gruchet-le-Valasse. 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: 82 people

Event ID: 8CAYPM6jBrvhnY23vN

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: 33 across all properties

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