

Ultra-Trail des Chic-Chocs

DATE: Friday, August 15, 2025
LOCATION: Sainte-Anne-des-Monts, Québec, CA

Event Description

Ultra-Trail des Chic-Chocs is a premier sports event in Sainte-Anne-des-Monts. 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: 32/100

Expected Attendance: 128 people

Event ID: 3kWhvyitJBf2URXdbm

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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