

# Ultra-Trail Harricana du Canada (UTHC)

DATE: Friday, September 5, 2025  
LOCATION: La Malbaie, Québec, CA

## Event Description

Ultra-Trail Harricana du Canada (UTHC) is a premier sports event in La Malbaie. 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:** 64/100

**Expected Attendance:** 4,999 people

**Event ID:** 9LqXjtcz8yvtgC59tj

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,000 across all properties

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