

Urban Trail le Touquet Paris-plage

DATE: Friday, December 5, 2025

LOCATION: Le Touquet-Paris-Plage, Hauts-de-France, FR

Event Description

Urban Trail le Touquet Paris-plage is a premier sports event in Le Touquet-Paris-Plage. 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: 31/100

Expected Attendance: 117 people

Event ID: DfFfcLQ5kAgSeibGRZ

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 47 across all properties

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