

Watch TALA: Running Across the Pyrenees

DATE: Wednesday, August 27, 2025
LOCATION: Chamonix-Mont-Blanc, Auvergne-Rhône-Alpes, FR

Event Description

Watch TALA: Running Across the Pyrenees is a premier community event in Chamonix-Mont-Blanc. 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: community

Importance Rank: 33/100

Expected Attendance: 143 people

Event ID: 3D7Y26dGCzx8cMZwaj

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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