

WILMA ride x Tour du Lac du Bourget

DATE: Saturday, September 27, 2025
LOCATION: Aix-les-Bains, Auvergne-Rhône-Alpes, FR

Event Description

WILMA ride x Tour du Lac du Bourget is a premier community event in Aix-les-Bains. 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: 39/100

Expected Attendance: 267 people

Event ID: ECW2Wy6qiw3PToP43Z

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/wilma-ride-x-tour-du-lac-du-bourget>

Document generated on 6/4/2026, 4:06:18 AM