

ALAIN SOUCHON

DATE: Sunday, September 14, 2025
LOCATION: Villars-les-Dombes, Auvergne-Rhône-Alpes, FR

Event Description

ALAIN SOUCHON is a premier community event in Villars-les-Dombes. 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: 30/100
Expected Attendance: 100 people
Event ID: BGNyWJrxwNqRFGz6QN

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: 40 across all properties

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