

# Bien dans ses baskets : le Running pour Elles

DATE: Wednesday, September 24, 2025  
LOCATION: Vertou, Pays de la Loire, FR

## Event Description

Bien dans ses baskets : le Running pour Elles is a premier community event in Vertou. 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:** AaQiw7A76HZd72usW

## 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.*