

# Cholet Basket vs JL Bourg Basket

DATE: Saturday, October 25, 2025  
LOCATION: Bourg-en-Bresse, Auvergne-Rhône-Alpes, FR

## Event Description

Cholet Basket vs JL Bourg Basket is a premier sports event in Bourg-en-Bresse. 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:** 59/100

**Expected Attendance:** 2,774 people

**Event ID:** 7niePa3uNESVPsmLBL

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,110 across all properties

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