

# Coupe de France - 1st Round - ASA Alsace vs Champagne Châlons-Reims

DATE: Saturday, September 13, 2025  
LOCATION: Reims, Grand Est, FR

## Event Description

Coupe de France - 1st Round - ASA Alsace vs Champagne Châlons-Reims is a premier sports event in Reims. 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:** 56/100

**Expected Attendance:** 1,898 people

**Event ID:** 4waZjzGq3t26QXiszV

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 759 across all properties

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