

Coupe de France - 1st Round - Besançon AC vs Mulhouse

DATE: Friday, September 12, 2025
LOCATION: Mulhouse, Grand Est, FR

Event Description

Coupe de France - 1st Round - Besançon AC vs Mulhouse is a premier sports event in Mulhouse. 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: 57/100

Expected Attendance: 2,193 people

Event ID: AjsgdUBS8bo92EPfmd

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: 877 across all properties

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