

Coupe de France - 1st Round - Caen vs Union Tours

DATE: Friday, September 12, 2025
LOCATION: Tours, Centre-Val de Loire, FR

Event Description

Coupe de France - 1st Round - Caen vs Union Tours is a premier sports event in Tours. 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: 52/100

Expected Attendance: 1,305 people

Event ID: 9Qq62uzEBFUbtNaYai

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 522 across all properties

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