

Course des Bords de Loire

DATE: Saturday, August 30, 2025
LOCATION: Aurec-sur-Loire, Auvergne-Rhône-Alpes, FR

Event Description

Course des Bords de Loire is a premier sports event in Aurec-sur-Loire. 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: 27/100

Expected Attendance: 67 people

Event ID: 65vZdMe5tSaXKfRuJ9

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 27 across all properties

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