

# Course et Marche de la Voie Rose

DATE: Sunday, October 12, 2025  
LOCATION: Sainte-Mère-Église, Normandie, FR

## Event Description

Course et Marche de la Voie Rose is a premier sports event in Sainte-Mère-Église. 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:** 29/100

**Expected Attendance:** 90 people

**Event ID:** DtfCeuVhY8tyR4KQ7K

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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