

Course Nature du Val de Marque

DATE: Sunday, November 30, 2025
LOCATION: Hem, Hauts-de-France, FR

Event Description

Course Nature du Val de Marque is a premier sports event in Hem. 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: 32/100

Expected Attendance: 129 people

Event ID: 3c7nWaKy3cHz7x9KpC

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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