

Courses Pédestres de l'Andouille

DATE: Sunday, September 7, 2025
LOCATION: Aire-sur-la-Lys, Hauts-de-France, FR

Event Description

Courses Pédestres de l'Andouille is a premier sports event in Aire-sur-la-Lys. 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: 120 people

Event ID: FMYuHfjkkUzgCackYX

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: 48 across all properties

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