

# Cup - 1st Round - Toulouse Blagnac vs Brive

DATE: Saturday, September 27, 2025  
LOCATION: Brive-la-Gaillarde, Nouvelle-Aquitaine, FR

## Event Description

Cup - 1st Round - Toulouse Blagnac vs Brive is a premier sports event in Brive-la-Gaillarde. 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:** 45/100  
**Expected Attendance:** 562 people  
**Event ID:** 6wHJgJTk5whkJogsq4

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 225 across all properties

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