

# Division 1 - Lyon vs Cholet

DATE: Wednesday, October 15, 2025  
LOCATION: Cholet, Pays de la Loire, FR

---

## Event Description

Division 1 - Lyon vs Cholet is a premier sports event in Cholet. 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:** 51/100

**Expected Attendance:** 1,063 people

**Event ID:** 3Zthx6m9zwR3RSZ8Vs

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 425 across all properties

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

---