

# EA Guingamp vs ESTAC Troyes

DATE: Saturday, September 20, 2025

LOCATION: Troyes, Grand Est, FR

## Event Description

EA Guingamp vs ESTAC Troyes is a premier sports event in Troyes. 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:** 65/100

**Expected Attendance:** 5,801 people

**Event ID:** 6Z7XLqRMU3gjTMTNzc

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,320 across all properties

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