

Ekiden du Pays d'Iroise

DATE: Saturday, September 20, 2025
LOCATION: Lampaul-Plouarzel, Bretagne, FR

Event Description

Ekiden du Pays d'Iroise is a premier sports event in Lampaul-Plouarzel. 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: 31/100

Expected Attendance: 112 people

Event ID: FseLvkgvk7VffzAH4m

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 45 across all properties

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