

ESTAC Troyes vs Stade Reims

DATE: Friday, October 24, 2025
LOCATION: Reims, Grand Est, FR

Event Description

ESTAC Troyes vs Stade Reims is a premier sports event in Reims. 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: 73/100

Expected Attendance: 14,880 people

Event ID: WHVBB4hVJEFFt96PqQ

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,952 across all properties

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

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