

# Foulées de la Gournerie

DATE: Sunday, October 19, 2025  
LOCATION: Saint-Herblain, Pays de la Loire, FR

## Event Description

Foulées de la Gournerie is a premier sports event in Saint-Herblain. 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:** 33/100

**Expected Attendance:** 147 people

**Event ID:** 32kg8QHdnEUTzH989d

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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