

Foulées des Coteaux de l'Evre

DATE: Sunday, October 12, 2025

LOCATION: Beaupréau-en-Mauges, Pays de la Loire, FR

Event Description

Foulées des Coteaux de l'Evre is a premier sports event in Beaupréau-en-Mauges. 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: 32/100

Expected Attendance: 130 people

Event ID: BF8Le5c6bgfb7Eyfjz

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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