

Foulées du Père Noël à Malo

DATE: Sunday, December 7, 2025
LOCATION: Marquette-lez-Lille, Hauts-de-France, FR

Event Description

Foulées du Père Noël à Malo is a premier sports event in Marquette-lez-Lille. 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: 34/100

Expected Attendance: 158 people

Event ID: H4UT2dAkkSJoeaXcc8

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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