

La Course au Jambon

DATE: Saturday, September 13, 2025
LOCATION: Mouilleron-le-Captif, Pays de la Loire, FR

Event Description

La Course au Jambon is a premier sports event in Mouilleron-le-Captif. 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: 30/100

Expected Attendance: 103 people

Event ID: BMfY6KeMBU8dsAdVC3

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: 41 across all properties

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