

La Matelote

DATE: Saturday, October 4, 2025
LOCATION: Saint-Valery-sur-Somme, Hauts-de-France, FR

Event Description

La Matelote is a premier sports event in Saint-Valery-sur-Somme. 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: 95 people

Event ID: EhNY6Uk4e224F7zHLV

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: 38 across all properties

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