

La Seillonnaise

DATE: Sunday, October 12, 2025
LOCATION: Bourg-en-Bresse, Auvergne-Rhône-Alpes, FR

Event Description

La Seillonnaise is a premier sports event in Bourg-en-Bresse. 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: 122 people

Event ID: tPHnqW4Y2kD4EKAkBQ

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: 49 across all properties

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