

La Villefrancoise

DATE: Saturday, October 11, 2025
LOCATION: Villefranche-de-Rouergue, Occitanie, FR

Event Description

La Villefrancoise is a premier sports event in Villefranche-de-Rouergue. 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: 99 people

Event ID: 9wU3wd2A2ZVz7feBP7

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: 40 across all properties

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