

Les Bouffées d'Airpur

DATE: Saturday, September 27, 2025
LOCATION: Nieul-sur-Mer, Nouvelle-Aquitaine, FR

Event Description

Les Bouffées d'Airpur is a premier sports event in Nieul-sur-Mer. 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: AFjFJ6YdfQmi87hw5Z

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.