

# Les Foulées Bourgadines

DATE: Sunday, October 19, 2025  
LOCATION: La Roche-sur-Yon, Pays de la Loire, FR

## Event Description

Les Foulées Bourgadines is a premier sports event in La Roche-sur-Yon. 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:** 33/100

**Expected Attendance:** 139 people

**Event ID:** G32wd2Feo2aYgnZ9tg

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 56 across all properties

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