

# Les Foulées de la Vallée Noire

DATE: Sunday, September 14, 2025  
LOCATION: Mers-sur-Indre, Centre-Val de Loire, FR

## Event Description

Les Foulées de la Vallée Noire is a premier sports event in Mers-sur-Indre. 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:** 103 people

**Event ID:** BtHfGmbVGQe4U6b2uN

## 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:** 41 across all properties

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