

Les Foulées du Bord de Loire

DATE: Sunday, October 12, 2025
LOCATION: Jargeau, Centre-Val de Loire, FR

Event Description

Les Foulées du Bord de Loire is a premier sports event in Jargeau. 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: 102 people

Event ID: BFLF9brArRZSwX3R5K

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.