

Les Foulées du Dragon

DATE: Sunday, November 16, 2025
LOCATION: La Chapelle-Saint-Mesmin, Centre-Val de Loire, FR

Event Description

Les Foulées du Dragon is a premier sports event in La Chapelle-Saint-Mesmin. 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: 35/100

Expected Attendance: 171 people

Event ID: DNm4dnoz8iAxm2uAMP

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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