

Ligue 1 - Ben Guerdane vs Marsa

DATE: Friday, August 15, 2025

LOCATION: La Marsa, TN

Event Description

Ligue 1 - Ben Guerdane vs Marsa is a premier sports event in La Marsa. 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: 63/100

Expected Attendance: 4,271 people

Event ID: G4en6vWXfzSDiXNUEo

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,708 across all properties

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