

# Ligue 1 - Douanes vs AJEB

DATE: Thursday, October 9, 2025

LOCATION: Bobo-Dioulasso, Hauts-Bassins Region, BF

## Event Description

Ligue 1 - Douanes vs AJEB is a premier sports event in Bobo-Dioulasso. 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:** 61/100

**Expected Attendance:** 3,473 people

**Event ID:** 7GZNAjHsCxrke7fgEW

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,389 across all properties

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