

# Ligue 1 - JS Omrane vs Métlaoui

DATE: Thursday, September 11, 2025  
LOCATION: Kairouan, Kairouan Governorate, TN

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## Event Description

Ligue 1 - JS Omrane vs Métlaoui is a premier sports event in Kairouan. 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:** 71/100

**Expected Attendance:** 10,676 people

**Event ID:** H4SUjYhTghqx2dnwVN

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,270 across all properties

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

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