

Ligue 1 - USFA vs Vitesse

DATE: Monday, January 26, 2026

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

Event Description

Ligue 1 - USFA vs Vitesse 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: 66/100

Expected Attendance: 6,028 people

Event ID: 6RXChaaLoruVKRTPhX

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,411 across all properties

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