

Lille OSC vs Stade Brest 29

DATE: Sunday, August 17, 2025

LOCATION: Brest, Bretagne, FR

Event Description

Lille OSC vs Stade Brest 29 is a premier sports event in Brest. 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: 73/100

Expected Attendance: 14,840 people

Event ID: Gfj4CHrSnbrq4Jh9gv

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,936 across all properties

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