

# Marathon Biere Festival

DATE: Sunday, September 28, 2025  
LOCATION: Bergues, Hauts-de-France, FR

## Event Description

Marathon Biere Festival is a premier sports event in Bergues. 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:** 34/100

**Expected Attendance:** 157 people

**Event ID:** 6RDkc6xZNIJsU8jvngQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 63 across all properties

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