

Marathon du Cher - Bourges - Vierzon / Canal du Berry

DATE: Sunday, October 12, 2025
LOCATION: Bourges, Centre-Val de Loire, FR

Event Description

Marathon du Cher - Bourges - Vierzon / Canal du Berry is a premier sports event in Bourges. 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: 38/100

Expected Attendance: 254 people

Event ID: D42grfhmEMDkQ3Qmq

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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