

Marathon Touraine Loire Valley

DATE: Sunday, September 28, 2025
LOCATION: Tours, Centre-Val de Loire, FR

Event Description

Marathon Touraine Loire Valley is a premier sports event in Tours. 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: 39/100

Expected Attendance: 287 people

Event ID: 5fwptRvf4wZ3bMe83P

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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