

Marche Nordique des Terres Noires

DATE: Monday, November 10, 2025
LOCATION: La Roche-sur-Yon, Pays de la Loire, FR

Event Description

Marche Nordique des Terres Noires is a premier sports event in La Roche-sur-Yon. 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: 33/100

Expected Attendance: 145 people

Event ID: 9dCW5pR9dojWCHtWRC

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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