

MICI on Bellebouche

DATE: Sunday, August 31, 2025
LOCATION: Mézières-en-Brenne, Centre-Val de Loire, FR

Event Description

MICI on Bellebouche is a premier sports event in Mézières-en-Brenne. 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: 29/100

Expected Attendance: 86 people

Event ID: 3iG8kguepDzDQeNoYS

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 34 across all properties

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