

# National 3 - Group B - Challans vs USSA Vertou

DATE: Saturday, December 13, 2025  
LOCATION: Vertou, Pays de la Loire, FR

## Event Description

National 3 - Group B - Challans vs USSA Vertou is a premier sports event in Vertou. 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:** 53/100

**Expected Attendance:** 1,403 people

**Event ID:** ABfG3v87nvD39hbCUa

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 561 across all properties

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