

# National 3 - Group B - UF Touraine vs USSA Vertou

DATE: Saturday, August 23, 2025  
LOCATION: Vertou, Pays de la Loire, FR

## Event Description

National 3 - Group B - UF Touraine 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:** 54/100

**Expected Attendance:** 1,525 people

**Event ID:** 5gFXoTexTpq8HLQzvN

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 610 across all properties

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