

# Nationale 1 - Stage 1 - Group A - Union Tours vs Pays de Fougères

DATE: Friday, November 7, 2025  
LOCATION: Fougères, Bretagne, FR

## Event Description

Nationale 1 - Stage 1 - Group A - Union Tours vs Pays de Fougères is a premier sports event in Fougères. 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:** 1,500 people

**Event ID:** DHQm95znbHweVuJZgw

## 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:** 600 across all properties

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