

Nationale 1 - Stage 1 - Group A - Union Tours vs Union Tarbes Lourdes

DATE: Friday, September 19, 2025
LOCATION: Tarbes, Occitanie, FR

Event Description

Nationale 1 - Stage 1 - Group A - Union Tours vs Union Tarbes Lourdes is a premier sports event in Tarbes. 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: 1,600 people

Event ID: EgeXwx52EjtVyv9GHu

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: 640 across all properties

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