

Nationale 1 - Stage 1 - Group B - Besançon AC vs Lyonso

DATE: Friday, October 10, 2025
LOCATION: Pierre-Bénite, Auvergne-Rhône-Alpes, FR

Event Description

Nationale 1 - Stage 1 - Group B - Besançon AC vs Lyonso is a premier sports event in Pierre-Bénite. 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: 45/100

Expected Attendance: 562 people

Event ID: BRWCCSoWtU8vRHt2mr

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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