

PFL Europe - AYOUB vs DESMAE

DATE: Friday, September 26, 2025
LOCATION: Saint-Herblain, Pays de la Loire, FR

Event Description

PFL Europe - AYOUB vs DESMAE is a premier sports event in Saint-Herblain. 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: 69/100

Expected Attendance: 9,000 people

Event ID: DgbYdvgsCZ2bwTD9Qw

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,600 across all properties

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

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