

# RC Lens vs AJ Auxerre

DATE: Saturday, October 4, 2025  
LOCATION: Auxerre, Bourgogne-Franche-Comté, FR

## Event Description

RC Lens vs AJ Auxerre is a premier sports event in Auxerre. 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:** 75/100

**Expected Attendance:** 17,243 people

**Event ID:** E4MwXECRzYj8qdgwhx

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,897 across all properties

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