

Rodez Aveyron Football vs US Boulogne

DATE: Friday, February 6, 2026
LOCATION: Boulogne-sur-Mer, Hauts-de-France, FR

Event Description

Rodez Aveyron Football vs US Boulogne is a premier sports event in Boulogne-sur-Mer. 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: 9,205 people

Event ID: ALS7Q4ZAfmT5U3wRWt

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: 3,682 across all properties

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