

SK Brann vs Lille OSC

DATE: Thursday, September 25, 2025
LOCATION: Villeneuve-d'Ascq, Hauts-de-France, FR

Event Description

SK Brann vs Lille OSC is a premier sports event in Villeneuve-d'Ascq. 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: 17,529 people

Event ID: Gjd2aVPZHBLQDJEMkf

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: 7,012 across all properties

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