

Turk Telekom vs JL Bourg Basket

DATE: Wednesday, October 8, 2025
LOCATION: Bourg-en-Bresse, Auvergne-Rhône-Alpes, FR

Event Description

Turk Telekom vs JL Bourg Basket is a premier sports event in Bourg-en-Bresse. 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: 59/100

Expected Attendance: 2,846 people

Event ID: Du3sPhsPPesMuALtC6

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,138 across all properties

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