

# UEFA Europa League - League Stage - PAOK vs Lille

DATE: Thursday, October 23, 2025  
LOCATION: Villeneuve-d'Ascq, Hauts-de-France, FR

## Event Description

UEFA Europa League - League Stage - PAOK vs Lille 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:** 77/100

**Expected Attendance:** 23,666 people

**Event ID:** 6n6t6c3kCYKTTYx82f

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,466 across all properties

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