World Cheese Festival

DATE: Sunday, September 14, 2025
LOCATION: Tours, Centre-Val de Loire, FR

Event Description

World Cheese Festival is a premier expos event in Tours. 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: expos
Importance Rank: 44/100
Expected Attendance: 500 people
Event ID: 97c4qHW8m33pXEaVoD

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 200 across all properties

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