

Alpine Universe à Montpellier

DATE: Tuesday, August 26, 2025
LOCATION: Saint-Jean-de-Védas, Occitanie, FR

Event Description

Alpine Universe à Montpellier is a premier performing-arts event in Saint-Jean-de-Védas. 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: performing-arts

Importance Rank: 41/100

Expected Attendance: 340 people

Event ID: vWPbyZvVeuTG4k8c4M

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 136 across all properties

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