

# AS Saint-Etienne vs Montpellier HSC

DATE: Saturday, October 4, 2025  
LOCATION: Montpellier, Languedoc-Roussillon, FR

## Event Description

AS Saint-Etienne vs Montpellier HSC is a premier sports event in Montpellier. 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:** 72/100

**Expected Attendance:** 12,392 people

**Event ID:** CntRZy7fKNE9CyvDaB

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 4,957 across all properties

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