

Asm Clermont Auvergne vs Glasgow Warriors

DATE: Saturday, January 10, 2026
LOCATION: Clermont-Ferrand, Auvergne-Rhône-Alpes, FR

Event Description

Asm Clermont Auvergne vs Glasgow Warriors is a premier sports event in Clermont-Ferrand. 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: 76/100
Expected Attendance: 19,022 people
Event ID: 5ppKUblrteVqUk36ja

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: 7,609 across all properties

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