

# Asm Clermont Auvergne vs Sale Rugby Union FC Sharks

DATE: Saturday, December 13, 2025  
LOCATION: Clermont-Ferrand, Auvergne-Rhône-Alpes, FR

## Event Description

Asm Clermont Auvergne vs Sale Rugby Union FC Sharks 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:** 58iV4dfquPA8JJKmoR

## 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.*