

# Aviron Bayonne vs Montpellier Herault Rugby

DATE: Saturday, September 13, 2025  
LOCATION: Bayonne, Nouvelle-Aquitaine, FR

## Event Description

Aviron Bayonne vs Montpellier Herault Rugby is a premier sports event in Bayonne. 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:** 68/100

**Expected Attendance:** 8,147 people

**Event ID:** 4WDeaPhowd2hnVL4D5

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,259 across all properties

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