

Club Friendlies Women - Club Friendlies 2 - Olympique Marseille vs Dijon

DATE: Friday, August 15, 2025
LOCATION: Phalsbourg, Grand Est, FR

Event Description

Club Friendlies Women - Club Friendlies 2 - Olympique Marseille vs Dijon is a premier sports event in Phalsbourg. 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: 46/100

Expected Attendance: 600 people

Event ID: 449R3tJYYzDRNrxCXQ

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 240 across all properties

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