

Club Friendlies Women - Club Friendlies 2 - Toulouse vs Montpellier

DATE: Saturday, August 16, 2025
LOCATION: La Grande-Motte, Occitanie, FR

Event Description

Club Friendlies Women - Club Friendlies 2 - Toulouse vs Montpellier is a premier sports event in La Grande-Motte. 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: 47/100

Expected Attendance: 702 people

Event ID: BHt3khG4iSaduTEbgc

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 281 across all properties

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