

# Doug

DATE: Wednesday, September 24, 2025

LOCATION: Montpellier, Occitanie, FR

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## Event Description

Doug is a premier concerts event in Montpellier. 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:** concerts

**Importance Rank:** 38/100

**Expected Attendance:** 241 people

**Event ID:** DXz9bd5Me3aLeh6Vmf

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 96 across all properties

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

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<https://becircadian.com/events/doug>

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