

# Journée du patrimoine - Portes ouvertes

DATE: Saturday, September 20, 2025  
LOCATION: Montpellier, Occitanie, FR

## Event Description

Journée du patrimoine - Portes ouvertes is a premier festivals 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:** festivals

**Importance Rank:** 37/100

**Expected Attendance:** 227 people

**Event ID:** CeaTsBCjZUmE9XjtFy

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 91 across all properties

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