

# L HERITAGE GOLDMAN 2 - L HERITAGE GOLDMAN- LA TOURNEE EVENEMENT

DATE: Friday, October 17, 2025  
LOCATION: Montbéliard, Bourgogne-Franche-Comté, FR

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## Event Description

L HERITAGE GOLDMAN 2 - L HERITAGE GOLDMAN- LA TOURNEE EVENEMENT is a premier concerts event in Montbéliard. 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:** 66/100  
**Expected Attendance:** 6,397 people  
**Event ID:** 4rNGj2XjYp9dxDKdMx

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,559 across all properties

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

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