

Ligue 1 - Olympique Lyonnais vs Metz

DATE: Sunday, January 25, 2026
LOCATION: Longeville-lès-Metz, Grand Est, FR

Event Description

Ligue 1 - Olympique Lyonnais vs Metz is a premier sports event in Longeville-lès-Metz. 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: 76/100

Expected Attendance: 19,984 people

Event ID: 86yJ97FhwzbXJrrFdM

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,994 across all properties

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