

Ligue 1 - Paris Saint-Germain vs Strasbourg

DATE: Sunday, February 1, 2026
LOCATION: Strasbourg, Grand Est, FR

Event Description

Ligue 1 - Paris Saint-Germain vs Strasbourg is a premier sports event in Strasbourg. 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: 77/100

Expected Attendance: 21,308 people

Event ID: Fn7jBbteepJvUAJCzR

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: 8,523 across all properties

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