

Ligue A - Tourcoing vs Montpellier

DATE: Tuesday, October 28, 2025
LOCATION: Castelnau-le-Lez, Occitanie, FR

Event Description

Ligue A - Tourcoing vs Montpellier is a premier sports event in Castelnau-le-Lez. 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: 52/100

Expected Attendance: 1,310 people

Event ID: Aq88PndDHYTno2SahY

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 524 across all properties

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