

Ligue A - Tours vs Montpellier

DATE: Friday, November 7, 2025
LOCATION: Castelnau-le-Lez, Occitanie, FR

Event Description

Ligue A - Tours 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: 55/100

Expected Attendance: 1,735 people

Event ID: 93CHLQ9eDgwwnxK2Go

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 694 across all properties

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

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