

Mama Stock

DATE: Saturday, August 30, 2025
LOCATION: Montpellier, Occitanie, FR

Event Description

Mama Stock is a premier festivals event in Montpellier. 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: festivals

Importance Rank: 47/100

Expected Attendance: 732 people

Event ID: HNSCQeAK4yA97Upi9Y

Hotel Demand Indicators

ADR Impact Index: 5.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 293 across all properties

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