

# Montpellier Herault Rugby vs RC Toulonnais

DATE: Saturday, September 6, 2025  
LOCATION: Montpellier, Occitanie, FR

## Event Description

Montpellier Herault Rugby vs RC Toulonnais is a premier sports 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:** sports

**Importance Rank:** 69/100

**Expected Attendance:** 8,695 people

**Event ID:** D6qZTUwdfCmNRCq6PX

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,478 across all properties

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