

Montpellier Hérault Rugby vs Stade Toulousain

DATE: Saturday, September 20, 2025
LOCATION: Montpellier, Occitanie, FR

Event Description

Montpellier Hérault Rugby vs Stade Toulousain 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: 70/100

Expected Attendance: 10,269 people

Event ID: 5gCFx7zfx7GBo9d4as

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,108 across all properties

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