

Olimpia Milano vs ASVEL Lyon-Villeurbanne

DATE: Friday, February 6, 2026
LOCATION: Décines-Charpieu, Auvergne-Rhône-Alpes, FR

Event Description

Olimpia Milano vs ASVEL Lyon-Villeurbanne is a premier sports event in Décines-Charpieu. 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: 10,557 people

Event ID: 6w2tgJVbf5cRXwvxp

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: 4,223 across all properties

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