

Provence Rugby vs Biarritz Olympique

DATE: Friday, September 12, 2025
LOCATION: Aix-en-Provence, Provence-Alpes-Côte d'Azur, FR

Event Description

Provence Rugby vs Biarritz Olympique is a premier sports event in Aix-en-Provence. 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: 61/100

Expected Attendance: 3,725 people

Event ID: 8aRFWSvE6w7Wq2jVe6

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,490 across all properties

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