

# Provence Rugby vs US Dax

DATE: Friday, September 26, 2025  
LOCATION: Aix-en-Provence, Provence-Alpes-Côte d'Azur, FR

## Event Description

Provence Rugby vs US Dax 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:** 3,353 people

**Event ID:** A4yXLtP27JTVfoKCJK

## 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:** 1,341 across all properties

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