

Saint M'hervon by Night

DATE: Saturday, December 13, 2025
LOCATION: Montauban-de-Bretagne, Bretagne, FR

Event Description

Saint M'hervon by Night is a premier sports event in Montauban-de-Bretagne. 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: 32/100

Expected Attendance: 121 people

Event ID: 97EuWTpLNb8ms5iWg6

Hotel Demand Indicators

ADR Impact Index: 4.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 48 across all properties

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