

Stade Montois Rugby vs Colomiers Rugby

DATE: Friday, August 29, 2025
LOCATION: Mont-de-Marsan, Nouvelle-Aquitaine, FR

Event Description

Stade Montois Rugby vs Colomiers Rugby is a premier sports event in Mont-de-Marsan. 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: 73/100

Expected Attendance: 13,454 people

Event ID: 4knnZqth2UKFzi4AZD

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,382 across all properties

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

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