

Stade Montois Rugby vs US Carcassonne

DATE: Friday, September 26, 2025
LOCATION: Mont-de-Marsan, Nouvelle-Aquitaine, FR

Event Description

Stade Montois Rugby vs US Carcassonne 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: 72/100

Expected Attendance: 12,983 people

Event ID: 4KddCxaL73ThfFd4SC

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 5,193 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/stade-montois-rugby-vs-us-carcassonne>

Document generated on 6/4/2026, 6:38:12 AM