

Supersevens - Mont de Marsan - Clermont vs Lyon

DATE: Saturday, August 16, 2025
LOCATION: Mont-de-Marsan, Nouvelle-Aquitaine, FR

Event Description

Supersevens - Mont de Marsan - Clermont vs Lyon 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: 69/100

Expected Attendance: 8,502 people

Event ID: 9wHXfDHrxP2KHbYmWL

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,401 across all properties

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