

# Supersevens - Mont de Marsan - Monaco vs Castres

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

## Event Description

Supersevens - Mont de Marsan - Monaco vs Castres 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:** 68/100

**Expected Attendance:** 8,264 people

**Event ID:** 8eixY67rrH5LudDPKo

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,306 across all properties

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