

# Supersevens - Mont de Marsan - Montauban vs Bordeaux

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

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## Event Description

Supersevens - Mont de Marsan - Montauban vs Bordeaux 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:** 12,873 people  
**Event ID:** 3BAWQVrAQRXXiFDqd6

## 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:** 5,149 across all properties

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

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