

The Higher Education Fair Montpellier

DATE: Thursday, January 15, 2026

LOCATION: Pérols, Occitanie, FR

Event Description

The Higher Education Fair Montpellier is a premier expos event in Pérols. 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: expos

Importance Rank: 50/100

Expected Attendance: 1,000 people

Event ID: 7bAY8pXYvdXnYppY4X

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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