

Top 14 - Montauban vs Stade Rochelais

DATE: Saturday, October 18, 2025
LOCATION: La Rochelle, Nouvelle-Aquitaine, FR

Event Description

Top 14 - Montauban vs Stade Rochelais is a premier sports event in La Rochelle. 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: 8,815 people

Event ID: GuQr9B4ggA9ArpECav

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: 3,526 across all properties

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