

# Top 14 - Stade Français vs Lyon

DATE: Saturday, September 20, 2025  
LOCATION: Lyon, Auvergne-Rhône-Alpes, FR

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## Event Description

Top 14 - Stade Français vs Lyon is a premier sports event in Lyon. 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:** 71/100

**Expected Attendance:** 11,336 people

**Event ID:** Bs5UPXipKEMwcPFqQc

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,534 across all properties

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

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