

Walter Smith III

DATE: Wednesday, October 22, 2025
LOCATION: Clermont-Ferrand, Auvergne-Rhône-Alpes, FR

Event Description

Walter Smith III is a premier concerts event in Clermont-Ferrand. 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: concerts

Importance Rank: 48/100

Expected Attendance: 773 people

Event ID: FMuuKCg6rX3uYJwEXe

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 309 across all properties

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