

Ablaze and Marlyn's

DATE: Sunday, August 31, 2025
LOCATION: Lille, Hauts-de-France, FR

Event Description

Ablaze and Marlyn's is a premier concerts event in Lille. 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: 794 people

Event ID: 9kZryufzEAR2Ca6JT6

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: 318 across all properties

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

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Document generated on 6/3/2026, 9:53:39 PM