

AIROD, Otta, MRD, and 2 others

DATE: Friday, October 17, 2025
LOCATION: Haubourdin, Hauts-de-France, FR

Event Description

AIROD, Otta, MRD, and 2 others is a premier concerts event in Haubourdin. 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: 50/100

Expected Attendance: 1,024 people

Event ID: 3UesoMujFGdvn23oK

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: 410 across all properties

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

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