

Aix-Marseille - Christmas School Holidays

DATE: Friday, December 19, 2025
LOCATION: Provence-Alpes-Côte d'Azur, FR

Event Description

Aix-Marseille - Christmas School Holidays is a premier school-holidays event in the region. 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: school-holidays
Importance Rank: 90/100
Expected Attendance: 10,000 people
Event ID: BMnST4Pq8kovVjJoSw

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 180 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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