

Anja Sugar at Plage de l'Hôtel Amour

DATE: Friday, September 12, 2025
LOCATION: Nice, Provence-Alpes-Côte d'Azur, FR

Event Description

Anja Sugar at Plage de l'Hôtel Amour is a premier concerts event in Nice. 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: 54/100

Expected Attendance: 1,540 people

Event ID: 5oSVM8ee4n8JT4rTgG

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 616 across all properties

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