

Apprendre à coder ou comment s'amuser de 7 à 77 ans

DATE: Tuesday, November 25, 2025
LOCATION: Tours, Centre-Val de Loire, FR

Event Description

Apprendre à coder ou comment s'amuser de 7 à 77 ans is a premier conferences event in Tours. 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: conferences

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 8pgC7WNsEgJ63XWTkg

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 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.