

Arson in Saint-Marcel-lès-Valence, France

DATE: Sunday, October 26, 2025

LOCATION: Saint-Marcel-lès-Valence, Auvergne-Rhône-Alpes, FR

Event Description

Arson in Saint-Marcel-lès-Valence, France is a premier terror event in Saint-Marcel-lès-Valence. 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: terror

Importance Rank: 40/100

Expected Attendance: 10,000 people

Event ID: 4ibB4RsDQszz69LQLL

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 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.