

BACK ET FORTH - BACK ET FORTH THE SUGAR FAMILY

DATE: Saturday, October 4, 2025
LOCATION: Nogent-le-Rotrou, Centre-Val de Loire, FR

Event Description

BACK ET FORTH - BACK ET FORTH THE SUGAR FAMILY is a premier concerts event in Nogent-le-Rotrou. 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: 40/100
Expected Attendance: 303 people
Event ID: 7HrVSN3MYTwsdNJxHg

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 121 across all properties

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