BEATRICE DE LA BOULAYE

DATE: Friday, September 19, 2025
LOCATION: La Rochelle, Nouvelle-Aquitaine, FR

Event Description

BEATRICE DE LA BOULAYE is a premier performing-arts event in La Rochelle. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: CgRuHX5LGVAyVknBjA

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.