

Birthdays & Pool Party

DATE: Monday, August 18, 2025
LOCATION: Saint-Tropez, Provence-Alpes-Côte d'Azur, FR

Event Description

Birthdays & Pool Party is a premier festivals event in Saint-Tropez. 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: festivals

Importance Rank: 46/100

Expected Attendance: 665 people

Event ID: 99PGHrzUqVbPfbVQXi

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 266 across all properties

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