

BONJOUR L'AMBIANCE - BONJOUR L AMBIANCE

DATE: Saturday, January 31, 2026
LOCATION: Clermont-Ferrand, Auvergne-Rhône-Alpes, FR

Event Description

BONJOUR L'AMBIANCE - BONJOUR L AMBIANCE is a premier performing-arts event in Clermont-Ferrand. 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: Cv3yse5VRNUXHJ7Bhs

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.

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Document generated on 6/4/2026, 7:03:09 AM