

Boston Bun and Ma1a

DATE: Friday, October 3, 2025
LOCATION: Saint-Martin-d'Hères, Auvergne-Rhône-Alpes, FR

Event Description

Boston Bun and Ma1a is a premier concerts event in Saint-Martin-d'Hères. 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: 52/100

Expected Attendance: 1,278 people

Event ID: 4woKDwXxNeGd5i5Ya6

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 511 across all properties

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