

Calypso and Nma

DATE: Friday, October 17, 2025
LOCATION: Rouen, Normandie, FR

Event Description

Calypso and Nma is a premier concerts event in Rouen. 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: 49/100

Expected Attendance: 922 people

Event ID: 7cF7WMS7zEsdhFoRSW

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 369 across all properties

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