

Carrefour de l'Eau

DATE: Tuesday, January 20, 2026

LOCATION: Bruz, Bretagne, FR

Event Description

Carrefour de l'Eau is a premier expos event in Bruz. 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: expos

Importance Rank: 69/100

Expected Attendance: 9,312 people

Event ID: FBG9gUoR5guyHVjxfp

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,725 across all properties

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