

# Cette rentrée, je ne me fais pas avoir par mon cerveau !

DATE: Thursday, September 25, 2025  
LOCATION: Lyon, Auvergne-Rhône-Alpes, FR

## Event Description

Cette rentrée, je ne me fais pas avoir par mon cerveau ! is a premier conferences event in Lyon. 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:** conferences

**Importance Rank:** 25/100

**Expected Attendance:** 54 people

**Event ID:** FaaujzLwF6R6j7x3a5

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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