

# Coco Maria and James Stewart

DATE: Saturday, September 20, 2025  
LOCATION: Villeurbanne, Rhône-Alpes, FR

---

## Event Description

Coco Maria and James Stewart is a premier concerts event in Villeurbanne. 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:** 45/100

**Expected Attendance:** 591 people

**Event ID:** 7Tb8hA9bhiTgE4pjtc

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 236 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/coco-maria-and-james-stewart>

Document generated on 6/4/2026, 12:08:24 AM