

Communiquer autrement: marketing et communication dans l'ESS

DATE: Wednesday, December 10, 2025
LOCATION: Saint-Étienne, Auvergne-Rhône-Alpes, FR

Event Description

Communiquer autrement: marketing et communication dans l'ESS is a premier conferences event in Saint-Étienne. 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: 37/100

Expected Attendance: 213 people

Event ID: 3TmM7GdBhYmQ4h5XwU

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 85 across all properties

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