

# CONFERENCE : La mer, entre beauté fragile et richesse vivante"

DATE: Thursday, October 2, 2025  
LOCATION: Marseille, FR

## Event Description

CONFERENCE : La mer, entre beauté fragile et richesse vivante" is a premier conferences event in Marseille. 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:** 34/100

**Expected Attendance:** 150 people

**Event ID:** kvthqFK6WQgfNbrapx

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 across all properties

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